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INSIDE DOPE

by GEORGE F. TAUBENECK

Stories of the Week
More Truth Than Poetry
Who Sells How Much?
It Pays to Advertise

Stories of the Week

Spring is here again, and so is baseball. From New York to Five Corners, and from hell to breakfast, most of us enjoy life more as we follow our favorite teams. Baseball is as American as the Right to Get Ahead. God bless it!

To celebrate the beginning of the 1948 baseball season, we offer here-with the best sportslaughts brought back from the spring training camps by our old buddies in the sports-writing fraternity:

Babe Ruth, who is now a "good will ambassador" for the Ford Motor Co., stole the Florida yarn-spinning show by recounting an incident in the life of the late Jake Ruppert, the millionaire brewer who owned the New York Yankees in Ruth's hey-day.

As the immortal "Babe" told it, Ruppert was backed into a corner by a windy minor-league club owner, and bored to distraction by a long recital of the latter's achievements.

Ruppert listened to this "little shot" tell about all the stars he had discovered and developed, how he had built his franchise up from nothing, and so on *ad nauseum*.

Finally, the minor-league stuffed shirt punched Ruppert in the bread-basket and bragged:

"What's more, I've got \$200,000 in the bank."

Ruppert looked him over coldly and grunted:

"I'll match you for it."

Last year "Frenchy" Bordagary, a great ball player in his day, managed the Greenville, South Carolina, club in the South Atlantic League. In August, 1947, he was suspended 30 days for spitting on the umpire.

"I knew I deserved to be punished," Bordagary told reporters, "but this was more than I expected."

Sheer genius doesn't go unrewarded in baseball. "Frenchy" is now with the Brooklyn Dodgers.

According to Arch Ward of the *Chicago Tribune*, a promising young light heavyweight boxer by the name of Jimmy Wester is saving his money to go to college. He wants to study journalism and be a sports writer some day.

When Wester's manager heard about this ambition, he commented: "I didn't think the kid had ever been hit that hard."

Plenty of eyebrows were lifted when the Chicago White Sox traded Ed Lopat, one of the best southpaw pitchers in the American League, to the New York Yankees for second-string catcher Aaron Robinson.

Ted Lyons, the Sox manager, explained that his club was desperate for hitters. So now a tale is going the rounds about a White Sox scout who watched a high school baseball game wherein the pitcher for one club tossed a no-hitter.

The scout dashed to the nearest telephone, called Lyons, and panted:

"Just saw the greatest pitching prospect since Walter Johnson. This kid—he's 'way over six feet and rugged—not only pitched a no-hit game, but he struck out 27 men in a row. As a matter of fact, until the ninth inning, nobody even got a loud foul off him."

Grunted Lyons:

"To hell with the pitcher. Sign up the boy who hit the foul ball."

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HOME FREEZER SPECIFICATIONS!

'If I Were A Dealer'

(A guest editorial by W. Paul Jones)

IF I were a dealer in Home Freezers. . .

I would realize that the best way to learn how to prove the case of Home Freezers to others, is for me to use one in my own home. I would take a real interest in how that Freezer is used in my home. I would watch for significant things in its use that would give me sales ammunition. I would familiarize myself with Frozen Food in just as many aspects as possible—including prices, brands, varieties, and also procedures for freezing, for handling, and serving.

If I were a dealer I would keep always in my mind that people will never buy a Freezer just for the sake of having it in their home—that mere ownership will mean nothing to them except that they are out the money it cost. So I would approach the sale of a Freezer on the basis of what it can do for them. What they can do with it.

So my store procedure would be built around informative and educational procedures as the basis of my promotion—just as far as possible. When displaying a Freezer in the window, I would have provoking, interesting cards and placards there, too. . . They might read—during the summer and early fall season:

"Are you freezing some of the fine lima beans, or cherries, or asparagus, or strawberries now so abundant?"—at the time and month indicated as proper.

And in out-of-season times they might read: "Are you one of those foresighted Freezer owners now enjoying luscious frozen strawberries from last Spring's abundant crop?"

If I were a dealer I would never put an empty freezer in the store window. It would always be full of, at least, dummy packages. And if my windows were too high above the sidewalk I would put a mirror against the inside of the open lid to reflect the contents to the person on the sidewalk.

Inside my store, above my store sample Freezers, I would put a sign reading, "Eat better for less Department." On the wall above the Freezers, and on the Freezer lids, and on tables or counters nearby, I would put signs like these. . .

"Frozen Foods require only about half the cooking time of other foods."

And "Nearly every foodstuff in general use today can be purchased frozen." And "There is no waste, no cutting, no trimming, no spoiled fruit when you use Frozen Foods." And "Commercially packed Frozen Foods require no washing, no cleaning to prepare for cooking."

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8-Cu. Ft. Refrigerator Joins Ultra-Cold Line

LOS ANGELES—Ultra-Cold, Inc. announced a new addition to its line of refrigerators—the Model 81-S, a deluxe domestic refrigerator with a capacity of over 8 cu. ft.

It contains a 6-tray ice maker, meat storage bin, crisper for leaf vegetables, bin for root vegetables, and a sub-zero frozen food compartment with a storage capacity of 1 cu. ft.

The Model 81-S, with a finish of gleaming, blue-white porcelain-type enamel, has a top of highly polished stainless steel. The refrigerator is 60 in. high, 30 in. wide, and 23 in. deep.

Kelvinator Names 4 In Key Plant Promotions

DETROIT—Major promotions of Nash-Kelvinator manufacturing executives were announced last week by R. A. DeVlieg, vice president in charge of manufacturing.

O. L. Currier, works manager of the corporation's Grand Rapids plant since 1937, has been appointed to DeVlieg's administrative staff.

Currier, who will continue to live in Grand Rapids, will devote his

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G-E, Westinghouse Cut Motor Prices

NEW YORK CITY—Prices of General Electric Co.'s fractional horsepower motors have been reduced for the second time this year, President Charles E. Wilson announced.

The motors are among certain products of G-E's apparatus department which were lowered in price by a flat 5%, effective April 16. Other items affected are switchgear, conventional transformers, lightning arresters, feeder regulators, cutouts, and power capacitors.

A similar 5% price cut on nearly all its small motors has also been announced by Westinghouse Electric Corp.

Wilson said the reduction would result in a saving of close to \$10,000,000 a year for G-E customers. This is in addition to the estimated \$50,000,000 consumers would save in 1948 as a result of the company's 3 to 10% reductions in appliance and component-part prices announced in January, he pointed out.

The reduction is a continuation of G-E's attempt to fight inflation, according to Wilson. He said the products affected—on which the firm's apparatus department does a yearly business of nearly \$200,000,000—are still in strong demand.

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301,802 Household Units Sold In Feb. By 11 NEMA Firms

NEW YORK CITY—Household electric refrigerator sales were on the upswing again in February.

World sales for that month total 301,802 units for the 11 manufacturers who report their sales to the National Electrical Manufacturers Association.

In January these company's sales amounted to 284,726, compared to the December mark of 333,631 units. More than half a million units have now been sold in the first two months of the year, the total being 586,528.

In contrast to January, when the 7-cu. ft. box accounted for approximately half the sales, the honors were about evenly divided in February between the 8 and the 7-ft. sizes. There were 101,474 8-ft. refrigerators sold and 99,804 7-ft. models.

REMA-RSES Poised To Open Western Show

SAN FRANCISCO—Last minute details are being wound up in preparation for the West Coast Educational Exhibit and Conference to be held in the Palace Hotel here April 30, May 1 and 2.

The Refrigeration Equipment Manufacturers Association has allotted 60 booths, free of charge, to manufacturers who exhibited in the All-Industry Exposition in Cleveland in January so that they might show West Coast servicemen, wholesalers, contractors, and dealers the correct use and application of their equipment.

In addition, the California Association of Refrigeration Service Engineers will conduct two technical sessions on the mornings of May 1 and 2 based on the theme "Promotion through Education."

The exhibits will be open from 10 a.m. to 10 p.m. on Friday, April 30; from noon to 5 p.m. on Saturday; and from noon to 6 p.m. on Sunday. Educational sessions will last from 9 a.m. to noon on Saturday and Sunday.

Four speakers are scheduled to address the technical sessions. H. F. Hildreth, vice president of Rema, will lead off at 10 a.m. Saturday with a word picture of "The Road to Come." Following him at 11 a.m., Paul B. Reed, International Educational Director of the Refrigeration Service

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FTC Okays Resolutions Hitting 'Direct' Sales

WASHINGTON, D. C.—Trade association resolutions condemning manufacturers who sell direct to retailers at wholesale prices are not substantial evidence of a conspiracy, the Federal Trade Commission ruled recently.

On this basis, the commission dismissed a complaint against the Grocery Distributors Association of Northern California that charged the association with conspiring to prevent retail grocers on the West Coast from obtaining their merchandise direct from manufacturers.

The complaint further charged that the association, with its wholesale affiliates had helped to fix and maintain retail prices for food and groceries.

144 Models, 58 Makes Represented In First Publication of Data

DETROIT—For the first time in the history of the industry, comparative specifications of all makes and models of self-contained home and farm freezers now in production have been collected, and appear exclusively in AIR CONDITIONING & REFRIGERATION NEWS.

With a sale of more than half a million units last year, and a projected sale of 800,000 in 1948, this fledgling industry has definitely arrived in the "big time."

Publication of specifications "separates the men from the boys." Two years ago more than 400 manufacturers claimed to be producing freezers. Now the roster has shaken down to those substantial makers who are in business to stay and not just make a quick killing.

AIR CONDITIONING & REFRIGERATION NEWS, which has been carrying the ball editorially for home and farm freezers during a long and sometimes discouraging period, is proud to

EXTRA COPIES LIMITED

Extra copies of this Home Freezer Specifications issue will be available in a limited quantity at 20 cents each. Order promptly!

present for the first time anywhere, the "who's who" and "what's what" of the freezer business in the following pages.

In all, 58 different makes and 144 different models are represented in the special specifications issue, an alphabetic index to which appears on Page 2 for the convenience of readers.

This issue is devoted almost exclusively to these important specifications and articles of allied interest, which have crowded out some of the regular NEWS features. A few specifications arrived too late for publication this week. They will appear in next week's issue.

Plastics Suit Names 5 'Co-conspirators'

PHILADELPHIA—General Electric Co., Westinghouse Electric Corp., and three other companies were named as "co-conspirators" but not defendants in a recent Federal grand jury indictment charging seven corporations and eight individuals with conspiring to fix prices of laminated plastics in violation of the Sherman Anti-Trust Law.

Other companies listed as "co-conspirators" are Farley & Loetscher Mfg. Co., Dubuque, Iowa; Richardson Co., Lockland, Ohio; and Panelyte Corp. The indictment handed up to Federal District Judge J. Cullen Ganey named the following corporations and officers as defendants:

Continental-Diamond Fibre Co., Wilmington, Del., and Norris N. Wright; Formica Insulation Co., Cincinnati, and D. J. O'Connor; Mica Insulator Co., Schenectady, N. Y., and M. A. Chapman; National Vulcanized Fibre Co., Wilmington, and John K. Johnston; St. Regis Paper Co., New York, and C. Russell Mahaney; Synthane Corp., Oaks, Pa., and R. R. Titus; Taylor Fiber Co., Norristown, Pa., and L. T. McCloskey.

John M. Byrne, Cincinnati, opera-

(Concluded on Page 45, Column 2)

Large Attendance Expected at Convention May 3-7 Marking 40th Year of NEWA

NEW YORK CITY—The National Electrical Wholesalers Association will hold its annual convention in the Hotel Statler in Buffalo during the first week in May, building its program around the theme "Distributor Management Looks Ahead," Charles G. Pyle, managing director, has announced.

The occasion marks the fortieth anniversary of NEWA and is expected to draw an attendance in excess of 1,000 persons, he declared.

This year, the convention will be divided into apparatus and supply division sessions to be held May 3 through 5 and appliance division sessions, May 5 through 7.

General session and the election of officers will be staged on May 5.

Divisional meetings will feature a series of four forum discussions, two for each division. Committee chairman will constitute the panels.

Panel for the first appliance division forum will be formed from the rural markets, major appliances, small appliances, and legislative committees. Second panel in this division will be drawn from the radio, television and tubes; service and repair parts; sales promotion and sales training; and store management and store arrangement committees.

Discussions, including questions from the floor, will be moderated by W. G. Peirce, Jr., president of Peirce-Phelps, Inc., Philadelphia, and Benjamin Gross, president, Gross Distributors, Inc., here.

General session on Wednesday,

May 5, will feature a presentation of problems involved in labor relations of electrical wholesalers by Kendall B. DeBevoise, NEWA counsel. He will make the presentation on behalf of the associations recently formed personnel and labor committee.

An address of welcome will be given by Buffalo mayor Bernard J. Dowd. Dr. Norman Vincent Peale, minister of the Marble Collegiate Church, New York City, will talk on "The Art of Living." A motion picture produced by Life magazine, called "The New America" will close the session.

Other guest speakers during the convention will include J. M. McKibbin, assistant vice president, Westinghouse Electric Corp., who will tell "How to Train the Wholesalers' Salesmen" and H. U. Mann of the H. U. Mann Co., Chicago, who will talk on "Demonstrate to Sell."

A. S. Katz Dies After Heading Kason Hardware for 2 Decades

BROOKLYN—Alexander S. Katz, veteran manufacturer of refrigerator hardware and president of the Kason Hardware Corp. here, died suddenly after a short illness.

As founder of the company, Katz had been president since 1928.

His son, Abraham J. Katz, who has been sales manager of the company for many years, is expected to take over the duties of his father.

Refrigerator Sales In Chattanooga Reflect Big Gains During March

CHATTANOOGA, Tenn. — Sharp sales gains in many major appliance lines, both domestic and commercial, were noted here during March, the Electric Power Board of Chattanooga has reported.

Domestic refrigerators led the way with a 75% increase over the previous month while commercial refrigerators were right behind with a 60% increase. Electric ranges showed a 45% sales gain, water heaters 35%, beverage coolers 15%, and home freezers 13%. Water cooler sales registered a 500% gain but that represented the difference between one unit sold in February and six in March.

On the other hand, recorded vacuum cleaner sales slumped 72%, clothes dryers 44%, air conditioning units 33%, and ironers 13%. Clothes washer sales held level.

The utility's report on number of appliances sold, average unit price and total sales value follows:

Appliance	No. of Units	Average Unit Price	Total Sales Value
Domestic			
Refrigerators	788	\$ 270.51	\$213,165.08
Home Freezers	17	356.76	6,064.89
Ranges	602	248.24	149,440.40
Water Heaters	273	116.93	31,921.50
Ironers	33	159.66	5,268.90
Vacuum Cleaners	430	76.22	32,775.21
Clothes Washers	441	159.75	70,449.76
Clothes Dryers	5	225.55	1,127.75
Air Conditioning Units	4	1,425.00	5,700.00
Commercial			
Refrigerators	8	752.41	6,019.30
Beverage Coolers	102	302.29	30,833.25
Water Coolers	6	146.45	878.72

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Freezer	Page
Ace	8
Admiral	150
Amana	80
American	10
Beall	18
Ben Bar (Aug. G. Barkow Mfg. Co.)	5
Ben-Hur	42
Bishop Silverfreezer (R. H. Bishop Co.)	430
B T C (Brewer-Titchener)	10
Carrier	360
Chapman (Corvallis)	18
Chill-Chest (Revco)	18
Coldin	10
Coldspot (Seeger Refrigerator)	290
Col-Temp (Simplex Mfg. Co.)	6
Coolerator	190
Deepfreeze	120
Farm Freeze	38
Freeze-All (Portable Elevator)	190
Freezrite (City Refrigerator)	36
Frie-Zer (Frie Cooling)	17
Frigidaire	290
Frostmaster (Crosley)	30
General Electric	290
General	43
Gibson	300
Harderfreeze (Harder Refrigerator)	410
Halpoint	310
International Harvester	150
Jordan	35
Kelvinator & Leonard (Nash-Kelvinator)	310
Locker Freeze (Midwest Industries)	350
Lockrator (Stoddard Mfg. Co.)	60
Magic Zero Freeze (Magic Freezer)	15
Marquette (Marquette Appliances)	380
Masterfreeze Cold Vault	42
Maytag	300
Monitor	410
Norge	420
Orley	360
Pak-A-Way (Schaefer, Inc.)	370
Percival	19
Philco	8
Polar-Freez (Air Cooling)	39
Quillen	300
Realfreeze (Wentlink)	31
Sanitary Quickfreez (Sanitary Refrigerator)	37
Shurhold (Milk Producers)	19
Speed Freeze (Ideal Cooler)	30
Steinhurst	400
Strata Aire	14
United	35
Victor (Victor Products Corp.)	380
White Horse	410
Whiting	140
York	140
Zer-O-Pak	12
Zero-Safe (Wilson Cabinet)	390

Appliance Survey Notes Rising Price Resistance

TOLEDO — Demand for refrigerators and other appliances still runs high, but price resistance is keeping many people from talking business with the dealer.

According to the results of a National Family Opinion, Inc. 13.8% of the families interviewed said they want refrigerators. The catch is that they either do not have the necessary money or are unwilling to make the purchase at present prices.

The same condition applies to other household appliances. Following is a break-down on the percentage of families that indicated they would purchase if they could afford it.

Freezers: 9.7%; ranges, stoves: about 10%; washing machines: about 16%; radios: 13.8%; vacuum cleaners: 12.6%; ironers: 6.5%; and other small appliances: 18.5%.

Selling Seesaw:

Retail Appliance Sales Fall; Wholesalers' Rise

WASHINGTON, D. C. — Retail radio and household appliance stores sold \$172,000,000 worth of merchandise during February—8% less than their sales for January, the U. S. Bureau of the Census has reported.

However, January and February sales combined were 7% above those of the same two months last year, it added.

Appliance specialties wholesalers reported sales 5% higher than in January and 15% above February, 1947. Electrical goods wholesalers also showed 5% greater sales than in January and 14% higher than February last year.

Wholesalers' inventories were 7% higher than January and 43% above February, 1947.

Russell Sales Co. Named Agent for Bush Mfg. Co. In 4 Western States

WEST HARTFORD, Conn. — Completing a national and international sales engineering staff, the Bush Mfg. Co. has announced the appointment of the Russell Sales Co., Los Angeles, as sales representative in the west coast area.

The Pacific coast states will be covered by the Russell organization in Washington and Oregon by Vern Dyer with offices in Seattle.

Mr. Dyer, a graduate of the University of Washington, has had several years experience in the field with various organizations in that area.

William Evens heads the San Francisco office covering northern California. Although the newest member of the Russell company, Mr. Evens has had over 20 years' experience in the refrigeration business. During the war he served as an instructor for the Armed Forces and prior to that time he was in the London office of Super Cold Export, Ltd.

Harry Seese, formerly a food machine manufacturer and office management specialist, travels throughout the southern part of California, Nevada, and the state of Arizona. His 20 years of experience in merchandising has proved a tremendous asset to his customers.

Low Russell, who headquarters in Los Angeles, has been associated with the refrigeration industry for over two decades, in both engineering and sales work.

Van D. Clothier of Los Angeles will continue to handle Bush condensers in the west coast area.

BTC FOOD FREEZERS

Win Consumer Confidence and SALES



Consumer confidence and sales

can be obtained and held only with prop-

erly engineered low temperature food freezers. BTC

Food Freezers are soundly engineered to deliver the essential

performances of rapid freezing and constant temperature storage.

Note these basic construction and refrigeration features built into BTC Food Freezers:

- Separate Sharp Freeze Section
- Vapor-Sealed Insulation
- Adequate Storage Compartments
- Non-Heat Conducting Lids
- Solidly-built 16-ga. Steel Cabinet
- Extra Compressor Capacity

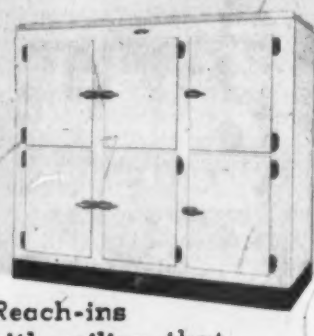
Customers will not long be satisfied with inadequate "cold storage boxes." The BTC Food Freezer line, in sizes 10, 12½, 18, and 23 cubic feet, offers true home and farm food freezing performance on which permanent sales relationships can be built. A limited number of dealer and distributor franchises are available. Write for full information.

THE BREWER-TITCHENER CORPORATION
CRANDAL-STONE DIVISION --- BINGHAMTON, N. Y.

SOME TERRITORY NOW AVAILABLE



Walk-ins that grow with the merchant's business



Reach-ins with coiling that is different



A Dry Beverage cooler with quicker cooling



THE C. SCHMIDT CO.
CINCINNATI FOURTEEN OHIO



Double impact!

The whole industry's talking . . . about this handsome pair.

And with good reason. This refrigerator and range take their place alongside famous Kelvinators of earlier years that changed the pattern of merchandising in the field of electrical appliances.

Here is engineering accomplishment that the most non-technical minded consumers can readily understand. Here for the first time ever is a refrigerator that's *all* refrigerator . . . refrigerated from *top-to-bottom*! Kelvinator's new range, too, shares the limelight . . . with its spectacular "Automatic Cook," its ultra-convenient new control panel and its "Up-Down" unit that lifts up to make an extra, *fourth* surface unit!

But there is more—much more—than cold engineering progress in

these products. There is the reality of a promise well kept . . . Kelvinator's steadfast promise to its dealers . . . set down in honest black-and-white in the Kelvinator Franchise. The promise of *retail-mindedness* in action . . . ever better products, competitively priced, soundly merchandised with visible step-up features between models.

And of this, we are proud . . .

These new Kelvinators—and their allied sales program—provide an enlarged opportunity for success in the appliance field. A success deriving not alone from product greatness, but also from the firm, fine bond that exists between Kelvinator and Kelvinator Retailers!

Kelvinator — of Course!

... THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY

KELVINATOR, DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT, MICHIGAN

Motor Prices Cut--

(Concluded from Page 1, Column 3)

A considerable amount of business already on the books will benefit from the reduction, Wilson declared, because of the apparatus department's policy of "price prevailing at time of shipment." This policy became effective last December.

Wilson explained that the reduction was made possible "by increased volume, more efficient facilities, and manufacturing methods and a gratifying acceptance by many of our customers of simplified and standard designs."

"Looking to the future," he said, "we can repeat what we said at the first of the year: that we expect to maintain these prices, provided no further increase occurs in our own labor costs or in prices of components and material which we purchase in so great a measure from others."

"We think such action is the best contribution we can make toward strengthening the economy of our country and further that it demonstrates our continued belief in the principle of more goods for more people at less cost."

Western Show Ready

(Concluded from Page 1, Column 4)
Engineers Society, will discuss "Compressor Seals, Their Replacement, Repair, and Application."

On Sunday at 10 a.m., H. F. Spoehrer, immediate past president of Rema, will talk on "Rema-RSES Relationships." Dan Wile of Refrigeration Engineering, Inc. will discuss "Evaporative Condensers and Heat Exchanging Principles" at 11 a.m.

On Saturday evening, a dinner-dance, complete with floor show, will be staged at Palm Court.

This conclave is the first of four such educational exhibits and conferences scheduled to be sponsored by Rema within the next year.

Kelvinator Promotions--

(Concluded from Page 1, Column 2)
time to research in the operations field, with particular attention to the development of production facilities to meet the increased demands for Kelvinator and Leonard products. The largest employer in the city, the Grand Rapids plant has been expanded in recent years, now having a capacity of more than 750,000 refrigerators and electric ranges annually.

Currier will be succeeded as works manager by J. W. Lelivelt, who has been with the corporation for 18 years. Superintendent of planning at the Kenosha plant since 1941, Lelivelt assisted in the establishment of new plant engineering departments in Nash-Kelvinator factories in Wisconsin in 1936. He has been closely associated with the development of facilities at Milwaukee and Kenosha during a period in which the capacity of these automobile plants has been more than doubled.

J. W. Mueller, Kenosha plant engineer, has been named assistant works manager at Grand Rapids, succeeding R. Wade Willey, who resigned recently to accept an executive position with another company. Mueller joined the corporation at Kenosha in 1929, and in 1937 became plant layout engineer. He was appointed plant engineer of the Milwaukee plant in 1940 and served there until 1947, when he was named to the similar post at Kenosha.

George H. Beld, personnel director at Grand Rapids, has been appointed production superintendent of the Grand Rapids plant, assuming direct responsibility for all production operations. Beld started with the company at the age of 17 and for 28 years has served in many administrative and factory departments. He organized and developed the personnel division of the Grand Rapids plant. He has been active in civic affairs in Grand Rapids and the state.

Stoker Sales Surge 58%

WASHINGTON, D. C.—The 4,503 mechanical stokers sold in February represented a 58% surge over the previous month's volume, the Bureau of Census reports. While this figure marked an 81% rise over the sales chalked up in February, 1947, the number moved in February, 1946, was three times as large.

Cubex Corp. Creditors Will Meet April 29

NEW YORK CITY—A meeting of creditors of Cubex Refrigeration Corp., Yonkers, N. Y., will be held in U. S. District Court House here April 29, starting at 3 p.m., Peter B. Olney, referee in bankruptcy, announced.

Cubex filed a petition in the court March 22 proposing an arrangement with its unsecured creditors under the provisions of Chapter XI of the Bankruptcy Act. The proposed arrangement calls for Cubex to continue to operate its business.

A notice of the creditor meeting, which will include a hearing to determine whether Cubex should be adjudged bankrupt, listed summary liabilities of the firm as totaling \$700,744.23. Summary assets were said to amount to \$948,300.

Application to confirm the proposed arrangement must be filed with the court on or before May 12, according to Olney. Hearing on the confirmation and objections, if any, has been set for May 18.

G-E's First Quarter Net Profit Rises 42%

SCHENECTADY, N. Y.—Net sales for the General Electric Co. were up 40% and net profit up 42% during the first quarter, according to the report issued by President C. E. Wilson at the annual stockholders' meeting.

The \$25,389,149 in profit (88 cents per common share) compares with \$17,918,591 profit shown by the company in the like period of 1947. Sales for the first three months of 1948 reached \$365,957,990 as contrasted with the \$260,780,643 volume racked up in the 1947 first quarter.

Among proposals approved by stockholders at the meeting was one authorizing the eventual issuance of 6,154,072 more common shares. General Electric now has 29.6 million of such shares.

The following provisions were likewise voted:

1. An amendment to the charter eliminating the necessity of a two-thirds vote by stockholders of future increases in capitalization.

2. An amendment to the charter granting directors power to alter by-laws subject to the stockholders right to overrule.

3. An amendment of the extra compensation plan.

4. An employee savings and stock bonus plan.

New Dishwasher Firm Formed on West Coast

LOS ANGELES—Formation of the Automatic Dishwasher Corp. here with George W. Rundle and Clyde M. Legg as principals has been announced by Rundle. Capitalization of the company will be \$500,000, according to the announcement.

The company will produce an automatic dishwasher, which is expected to retail at about \$200, it was disclosed. At present the company is negotiating for a manufacturer to produce the appliance.

Equipped with a self-measuring detergent mixer, the dishwasher is hydraulic and fully automatic. Dishes are automatically elevated for drying.

Fogel Offers Advertising Aids for Its Dealers

PHILADELPHIA — When aids such as mats of tested advertisements and two-color blotters were offered to dealers and distributors of Fogel Refrigerator Co., the firm was "literally swamped" with orders, according to William Fogel, president.

On the blotter Fogel has imprinted a picture of its Model 5800 self-service refrigerated open display case. To the left of this is space for the name and address of the dealer or distributor using the blotter as a promotional. Fogel reported this aid was the most popular.

Another advertising help being made available for use in various localities is the series of individual mats carrying pictures of reach-ins, wall cases, bottle coolers, meat cases, and walk-ins. Individually prepared to spotlight different features of the products, these advertisements provide a large space for the insertion of the dealer or distributor's own copy.

IT'S WIDE OPEN...

table-top working surface exactly 36" high

It's the right capacity for your average customer!
Holds over 100 pounds of frozen foods, freezes family quantities of properly prepared meats and vegetables.

It's the right size for the average kitchen!
Compact enough to fit in kitchens without crowding the cook, the right height to provide extra table-top work surface; fits flush to floor, close to wall.

It's engineered right—for efficiency, economy!
The famous Crosley Electrosaver refrigeration unit (warranted for 3 years); sure-sealing lid; complete insulation; depth-designed for easy access to bottom.

26 1/2"
29 3/4"
FLUSH TO FLOOR
TOE RECESS

Home Freezer Specifications

Ben Bar (Aug. G. Barkow Mfg. Co.)

Aug. G. Barkow Mfg. Co., 2723 S. 31st St., Milwaukee

Chest or upright type Upright Upright Upright Upright
Model No. F14 D17 TT610 TT58
Separate freezing section? Yes, cold plates used as shelves

DIMENSIONS (In Inches)

Interior: Height	43½	45½	16	16
Width	32	34	34	32
Depth	17	19	19	17
Exterior: Height	68	71	71	68
Width	40½	42½	42½	40½
Depth	25	28½	28½	25

CAPACITY (In Cu. Ft.)

Freezer compartment	10	8
Storage compartment	14	17	6	5
Manufacturers recommended number of pounds of product freezing load per 24 hours	48	48

INTERIOR EQUIPMENT

Partitions (No.)	0	0	1	1
Shelves (No.)	2 freezing, 1 adj.
Light	No	No	Yes	Yes

INSULATION

Kind	Fiberglas			
Thickness: (In Inches)				
Top	4	5	4	5
Sides	4	4	4	4
Bottom	4	4	4	4
Door	5	5	5	5

DOORS

Number	1	1	1	1
Type of door latch or handle	Grand Rapids Brass latch			

WEIGHT (Lbs.)

Net	546	561	561	546
Shipping	650	675	675	650

PRICE

	\$540.00	\$575.00	\$650.00	\$615.00
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REFRIGERATION EQUIPMENT

Cooling medium Dole plates
Compressor:
Make Universal or Servel
Sealed or open Hermetic and open
Location on freezer Bottom
Refrigerant "Freon"
Make of control Ranco
Motor hp. rating ½
Condenser: Type Finned
Forced or natural convection Forced
Warning device Optional accessory

CONSTRUCTION & FINISH OF

Cabinet 20 gauge steel, baked enamel
Interior liner 20 gauge steel, baked enamel finish

PROTECTION PLAN

Manufacturer's one year warranty period. Guaranteed for the warranty period.

SPECIAL FEATURES

Can be installed in two sections by removing compressor housing. Vapor sealed construction in cabinet.

500 Frozen Turkeys Sold By Chain In Experiment

SEATTLE—Some 500 frozen quartered young tom turkeys were sold through Safeway Stores here during March under a turkey marketing research project authorized by the Research and Marketing Act of 1946. The turkeys, each weighing 20 to 25 lbs. were supplied by Washington Co-operative Farmers Association in the test which is being supervised by Harold G. Walkup and Jules Powel, economists of the Washington Agricultural Experiment Station.

Approximately 200 turkeys were prepared and placed in 10 Safeway Stores initially, with the remaining 300 to be supplied according to market demand over a 10-week period.

The turkeys were sold as quarters only, with each turkey cut in half down the back and then halved again. They were packaged in cellophane or some other transparent material, it was stated. The use of aluminum foil was ruled out because it was felt that when people are buying a new product they like to be able to see what they are getting.

The experiment is expected to determine whether more turkeys can be sold by quartering them, what size pieces consumers prefer, how much they are willing to pay, what effect income level has on purchases, and which type of packaging consumers prefer.

Freezer Use Doubled In 1947, Says Group

NEW YORK CITY—Retail refrigeration facilities for storage and display of frozen foods are rapidly improving and zero degree storage cabinets in American homes doubled in 1947, it was declared by William M. Walsh, president of the National Wholesale Frozen Food Distributors Association, in announcing the first three steps taken by his group in a program to extend the scope of its activities.

The three-fold program includes appointment of Harry K. Schauffler as executive director; removal of the association's headquarters from New Haven, Conn., to 60 East 42nd St., New York City; and approval by the board of directors of the establishment of a Frozen Food Educational Fund.

Objectives of the fund, Walsh said, is to improve American eating standards through organized efforts in bringing to the attention of both retail outlets and ultimate consumers the year-round quality, convenience, and economy of modern frozen foods.

Walsh said he anticipated major cooperation from packers and brokers as well as distributors throughout the country in achieving the goal of a well-informed public acceptance of frozen food values.

Schauffler recently directed a six-months survey by the National Frozen Food Council.

FOR PROFITS NOW!

CROSLEY FROSTMASTER

backed by a complete promotion plan

Here's the kind of opening any profit-minded dealer welcomes like a long lost brother! It hinges on: (1) a market that's ripe 'n ready, (2) a product that fits the situation like a glove, (3) a plan that's got more punch than a wedding reception!

If you think that's promising a lot, read on mister ... and check us on each of these three points:

The Market is Ready and Waiting!

The market for frozen foods is growing like a weed! It's way past the idea stage ... it's BIG business. Yes, and it's getting bigger every day as more and more women find out how handy and convenient and time saving for them this modern method of food processing really is.

Do you realize there are over 200 kinds of food now put up in frozen packages? Do you realize that every week in your own neighborhood thousands of dollars are being spent for frozen foods? Do you realize that as more women become sold on using frozen foods, they become sold on their need for a frozen food cabinet? That's why we say ...

The Product is packed with Sell!

From its rock-bottom price to its top-notch performance, the Crosley Frostmaster gives dealers a sales story that has the happiest vending you ever saw!

The plan is Practical-Complete-Local!

It's practical because it is sound, easy to put in operation, costs little more than the "oomph" it calls for. It is complete ... with materials, approaches, appeals. It is local

... flexible enough to fit any dealer like it was made for him (and it sure was!).

LOOK WHAT IT COVERS

Counter Displays, window displays, store displays, exchange displays.

ADS—newspaper advertising, national magazine advertising.

PROMOTIONS—"Free Frozen Food" Introductory Plan, "Frozen Food Week," "Food Bank" Plan.

CANVASS—by telephone, by mail.

RADIO—spot announcements and commercials ... all ready to use!

FILMS—sales training films to alert your personnel to sales opportunities.

LITERATURE—of all kinds, for a really concentrated sales program ... and a lot more sales stimulators and ideas that will ring the bell—the cash register bell, that is!

MAKE THE MOST OF IT!

Copies of this live wire promotion plan are ready now—to help Crosley dealers take advantage of a market that is WIDE OPEN FOR PROFIT NOW. Watch for yours, or if you're not in line for one, just watch!



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ASK YOUR WHOLESALE

Electrimatic

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CANADA—2025 ADDINGTON AVE. MONTREAL

Home Freezer Specifications

Col-Temp (Simplex Mfg. Co.)

Simplex Mfg. Co., 1135 Third St., Oakland 7, Calif.

Chest or upright type	Chest	Chest	Upright
Model No.	10F	18F	11F
Separate freezing section?	No	No	No

DIMENSIONS (In Inches)

Exterior: Height	35	35	70
Width	59	83½	34
Depth	31½	33½	29

CAPACITY (In Cu. Ft.)

Storage compartment	10	18	11
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INTERIOR EQUIPMENT

Shelves (No.)	Plate	0	0	3
Light	No	No	No	No

LIDS AND DOORS

Number	4	6	1
Lid support	Yes	Yes	Yes
Type of lid or door latch or handle	Handle	Handle	Latch

WEIGHT (Lbs.)

Shipping	525	700	700
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INSULATION

Kind	Fiberglas	Location on freezer	10F and 18F, end; 11F, bottom
Thickness: (In Inches)		Refrigerant	"Freon-12"
Top	4	Make of control	Ranco
Sides	5	Motor hp. rating	10F, ¼; 18F, ½
Bottom	5	Forced or natural convection	Forced
Door	4		

REFRIGERATION EQUIPMENT

Cooling medium	Wrapped
Compressor:	

Make	Tecumseh
Sealed or open	10F and 18F, open; 11F, sealed

Location on freezer	10F and 18F, end; 11F, bottom
Refrigerant	"Freon-12"
Make of control	Ranco
Motor hp. rating	10F, ¼; 18F, ½
Forced or natural convection	Forced

CONSTRUCTION & FINISH OF

Cabinet	Baked Dulux
Interior liner	Aluminum
Material in evaporator	Copper

PROTECTION PLAN

Warranty	1 year
Guarantee	1 year

Distributor Chalks Up 5,000 Freezer Sales

SAN ANTONIO, Tex.—When Marshall A. Webb, president of the Marshall Webb Co. here, sold an order for Whiting food freezers during Spring Market Week recently, he set a record for having sold over 5,000 food freezers. Webb started pioneering the distribution of food freezers in 1939.

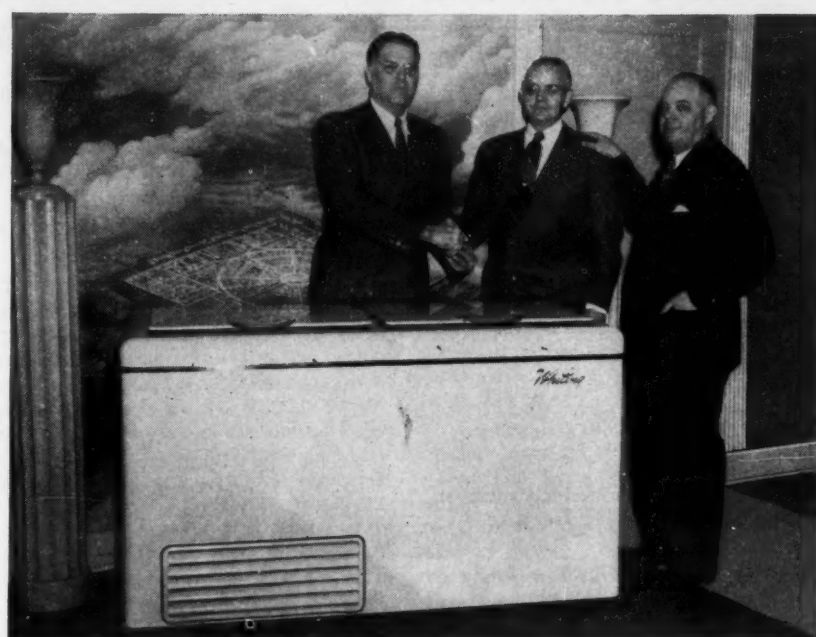
Much of Webb's success in selling home food freezers as well as many commercial-size freezers including walk-ins and display cabinets can be attributed to educating his dealers and salesmen to sell the freezer's need and advantages. To be a successful freezer salesman, Webb believes you must "live" out of a freezer yourself.

"We are selling a new way of living rather than just another home appliance," Webb maintains. "If one wants to make a success in selling food freezers you must first own one yourself and live out of it."

"Then you must train your dealers and salesmen to do the same thing."

Webb's sale of his 5,000th home freezer was made to T. H. Gibson, vice president of the Nu-Way Appliance Co., San Antonio, following a successful dealer meeting jointly sponsored here by the Whiting Corp., the manufacturer, and the Marshall Webb Co.

Howard Roberts, a pioneer in the food freezer industry and vice president of Whiting's Refrigeration Division, addressed the dealer group and praised Webb for his singular achievement in promoting freezer sales.



Marshall A. Webb (left), president of the Marshall Webb Co., San Antonio distributor, closes the deal with T. H. Gibson (center), vice president of the Nu-Way Appliance Co., and Howard Roberts, vice president and sales manager for Whiting Food Freezers, praises Webb for his singular achievement in selling 5,000 freezers since 1939.

Lockrator (Stoddard Mfg. Co.)

Stoddard Mfg. Co., 617 Fourth St. S.W., Mason City, Iowa

Chest or upright type	Upright	Upright	Chest
Model No.	4D	13.5	12C
Separate freezing section?	No	No	No

DIMENSIONS (In Inches)

Interior: Height	15¼	44	24
Width	23¼	22¼	48
Depth	19¼	24¼	18
Exterior: Height	35	68¼	33
Width	30¼	31¼	59
Depth	25¼	33¼	27

CAPACITY (In Cu. Ft.)

Freezer compartment	4	13½	12
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INTERIOR EQUIPMENT

Partitions (No.)	0	0	2
Shelves (No.)	1	3	0

INSULATION

Kind	Rock wool		
Thickness: (In Inches)			
Top	4	4½	2½
Sides	4	4½	4½
Bottom	4	4½	4½
Door	2½	2½

LIDS AND DOORS

Number	1	1	1
Lid support	No	No	Yes
Type of lid or door latch or handle	Automatic	Automatic	Manual

WEIGHT (Lbs.)

Net	230	600	550
Shipping	265	650	600

PRICE	\$249.50	\$481.00	\$369.50
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REFRIGERATION EQUIPMENT

Cooling medium	Wrap around
Compressor:	

Make	4D, Tecumseh and Kelvinator; 13D and 12C, Kelvinator
Sealed or open	Sealed
Location on freezer	4D and 13D, bottom; 12C, end at top

Refrigerant	"F-12"
Make of control	Ranco
Condenser: Type	Finned

CONSTRUCTION & FINISH OF

Cabinet	All steel, Bonderized, hi bake duPont enamel
---------	--

Interior liner	Galvanized steel
Bonderized, hi bake duPont enamel	
Material in evaporator	Copper

PROTECTION PLAN

Warranty	One year on cabinet, unit additional 4 years, replacement warranty on unit
Guarantee	1 year

SPECIAL FEATURES

Heavy-duty units for adverse conditions and sharp freeze. Model 4D is a table top model. Separate compartment doors (inside) on model 13.5D.	
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AND MAKE MORE MONEY WITH

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Whiting Home Economists Help You Set Up Your Store as Headquarters for Food Freezers in Your Community

No other manufacturer provides dealers with such a complete merchandising program, carefully developed and tested to tell and sell the advantages and need for the Whiting Food Freezer.

Whiting home economists and promotion experts create a demand for Whiting Food Freezers right in your neighborhood. They educate your prospects on the convenience and savings benefits of owning a Whiting. Working under your sponsorship, they set up Food Freezer Schools, arrange Frozen Food Dinners at churches, clubs and public meeting places, and hold clinics and demonstrations in your store. Newspaper publicity and advertising ties in your store with the individual promotions.

Merchandising like this pays off—First, by digging up prospects. Second, by converting these prospects into Whiting sales. Third, by producing more satisfied Whiting owners who convince their friends Whiting is the Food Freezer to buy.

Mrs. Mary Snow heads up the Whiting staff of nationally famous Home Economists and Food Consultants working directly with dealers to promote Whiting Food Freezer sales.



Write today for complete details. See how Whiting dealers benefit from the complete Whiting Food Freezer program which includes POWERFUL LOCAL NEWSPAPER ADVERTISING • RADIO PROMOTION ON "QUEEN FOR A DAY" • SALES-MAKING DEALER AIDS. Address Whiting Corporation, First National Bank Bldg., Chicago 3, Ill.

MODEL F-2200—Spacious 12 cu. ft. capacity of approx. 420 lbs. Powered by a ¼ hp. removable "Packaged Power" sealed unit. Heavily insulated with 4" to 5" Fiberglas. Thermostatically controlled to maintain constant below zero temperatures. Long trouble-free life.

MODEL F-1200—Convenient 4½ cu. ft. capacity of approx. 165 lbs. Powered by removable "Packaged Power" sealed unit. Insulated with 4" to 5" Fiberglas. Thermostatic control maintains below zero temperatures. Extra large condenser surface eliminates fan or additional cooling devices. Trouble-free.



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Speeds bar service—6 seconds for 3 ounces.

Eliminates bottle storage space.

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Universal Compressors—Nationally Advertised—1/2 H.P., AC-110, 60 Cycle Motors
SEIDEL WHOLESALE DISTRIBUTORS
3524 WASHINGTON AVE., ST. LOUIS 3, MO.

Amana

Amana Society, Amana, Iowa

Chest or upright type	Chest	Upright	Upright	Chest	Upright
Model No.	50	25S	200S	110	18
Separate freezing section?	No	No	Yes	No	No

DIMENSIONS (In Inches)

		Freezer		Cooler	
Interior: Height	22 1/2	57	57	72 1/4	48 3/4
Width	22 1/2	39	39	64 1/4	39
Depth	17 1/2	19 1/2	19 1/2	41 1/2	17
Exterior: Height	42 1/2	80	80	42	71 1/4
Width	31	48	96	55 1/2	48
Depth	26	28 1/2	48	26	27 1/4

CAPACITY (In Cu. Ft.)

Freezer compartment	5	25.1	25.1	10	18
Storage compartment			109		

INTERIOR EQUIPMENT

Shelves (No.)		3	3		3
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INSULATION

Kind	Fiberglas			
Thickness: (In Inches)				
Top	3	4 1/2	4 1/2	3 1/4
Sides	4 1/2	4 1/2	4 1/2	3 1/4
Bottom	4	4 1/2	4 1/2	3 1/4
Door		4 1/2	4 1/2	

LIDS AND DOORS

Number	1	1	2	1	1
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WEIGHT (Lbs.)

Net	205	500	1,200		450
Shipping	250	650	1,600		525

REFRIGERATION EQUIPMENT

Cooling medium	Models 50 and 110, wrap around; models 25S, 200S, and 18, plate	Forced or natural convection. Model 50, natural; models 25S, 200S, and 18, forced			
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Compressor:

Make	Tecumseh	Steel, Dulux white finish; S models, stainless steel			
Sealed or open	Sealed	Interior liner S models, stainless steel			
Location on freezer	Bottom on model 18				

Refrigerant	Model 50, "Freon-12"; model 25S, "Freon-22"; model 200S, "Freon-22" in freezer and "Freon-12" in cooler	Control located on front of cabinet (models 50, 110). Liner ceiling and floor are prime freezing surfaces in upright models.			
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Home Freezer Specifications

Frozen Partridge Interests English Visitors



Visiting Carrier Corp. in the course of an American tour to study food processing in the United States, three officials of the English firm of East Sussex Growers Ltd., were amazed to find some partridge, tagged "Product of Great Britain," in this Carrier 30-cu. ft. freezer. Reading from left, are N. R. Duncan, F. T. Hussey, and A. L. Sapsford, all of Sussex, England, and Fred W. Smith, Carrier product manager of packaged refrigeration.

Philco

Philco Corp., C & Tioga Sts., Philadelphia

Chest or upright type	Chest	Chest	Chest	Chest	Upright
Model No.	AH-24	AH-25	AH-50	AH-51	AV-75
Separate freezing section?	No	No	Yes	Yes	Yes
DIMENSIONS (In Inches)					
Interior: Height	14 1/2	14 1/2	16 1/2	16 1/2	36 1/2
Width	19 1/2	19 1/2	30 1/2	30 1/2	23 1/2
Depth	15 1/2	15 1/2	17 1/2	17 1/2	16 1/2
Exterior: Height	37 1/2	37 1/2	37 1/2	37 1/2	63 3/4
Width	27 1/2	27 1/2	40	40	33
Depth	23 1/2	23 1/2	27	27	27 1/2

CAPACITY (In Cu. Ft.)

Freezer compartment			1 1/2	1 1/2	2.2
Storage compartment	2 1/2	2 1/2	3 1/2	3 1/2	5.3

INTERIOR EQUIPMENT

Partitions (No.)	0	0	2	2	0
Shelves (No.)	0	0	0	0	2
Thermometer	No	Yes	No	Yes	Yes

INSULATION

Kind	Fiberglas				
Thickness: (In Inches)					
Top	3 3/4	3 3/4	3 3/4	3 3/4	5
Sides	4	4	4 1/4	4 1/4	4 1/4
Bottom	5 1/4	5 1/4	5 1/4	5 1/4	5
Door					4 1/4

LIDS AND DOORS

Number	1	1	1	1	1 (3 inner)
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Lid support	Yes	Yes	Yes	Yes	
Lid or door latch or handle		All locking type latches			

WEIGHT (Lbs.)

Net	159	162	232	235	301
Shipping	186	189	265	268	346

REFRIGERATION EQUIPMENT

Cooling medium	AH-24 and AH-25, wrap around; AH-50, AH-51, U evaporator; AV-75, C evaporator	themselves after manual shut-off of bell, except on Models AH-24 and AH-50			
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Compressor:

Make	Philco Super-Power	Cabinet Steel with Dulux finish			
Sealed or open	Sealed	Interior liner Anodized aluminum			
Location on freezer	Below food compartment	Material in evaporator AH-24, AH-25, and AV-75, aluminum; models AH-50 and AH-51, steel			

Refrigerant "Freon-12"

Make of control	Philco (automatic alarm reset except on Models AH-24 and AH-50)	PROTECTION PLAN			
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Condenser: Type	Finned	Five-year warranty on the Philco Super-Power units.			
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Forced or natural convection	Natural	SPECIAL FEATURES			
Warning device	All dry-cell operated bells which automatically reset	Automatic cut-out and reset for excessive current or excessive heat. Requires no lubrication.			

Ace

Ace Cabinet Corp., New Bedford, Mass.

Chest or upright type	Chest	Chest	Chest	Chest	Upright
Model No.	A-6	A-10	A-15	A-20	SU-28
Separate freezing section?	No	No	No	No	
Exterior: Height	34 1/2	34 1/2	34 1/2	34 1/2	72
Width	41	53	65 1/2	89 1/2	58 1/2
Depth	29 1/2	29 1/2	29 1/2	29 1/2	28 1/2

CAPACITY (In Cu. Ft.)

Freezer compartment	6	10	15	20	28
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LIDS AND DOORS

Number	1	2	2	3	4
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INTERIOR EQUIPMENT

Shelves (No.)	Model SU-28, 3	Location on freezer Lower right			
		Motor hp. rating A-6 and A-10, 1/4; A-15 and A-20, 1/2; SU-28, 1/2			

INSULATION

Kind	Fiberglas and corkboard	CONSTRUCTION & FINISH OF			
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Refrigeration equipment	Wrap around	Cabinet Steel, baked enamel			
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Cooling medium	Wrap around	PROTECTION PLAN			
Compressor:	Sealed or open Sealed and open	Warranty 1 year			

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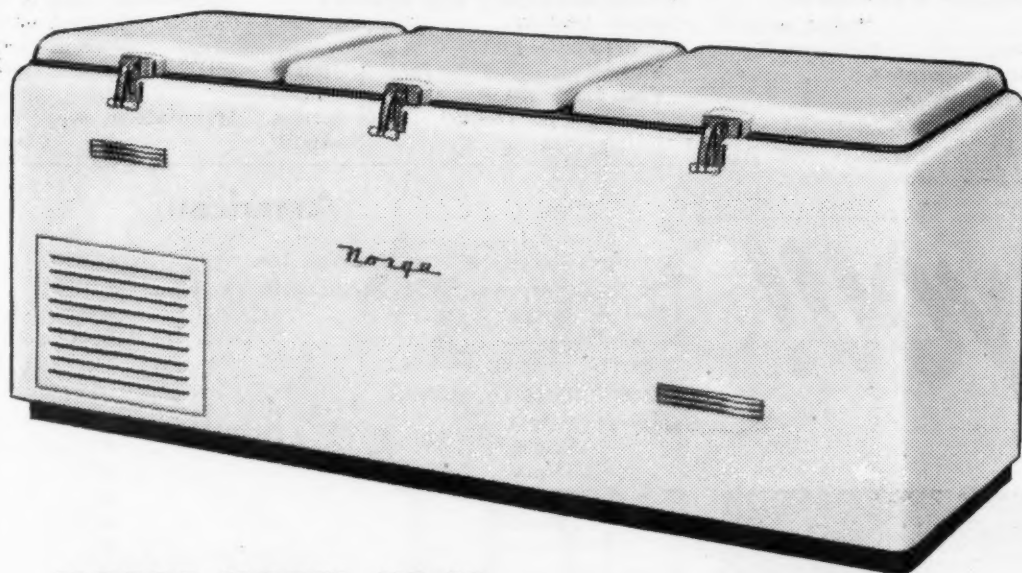
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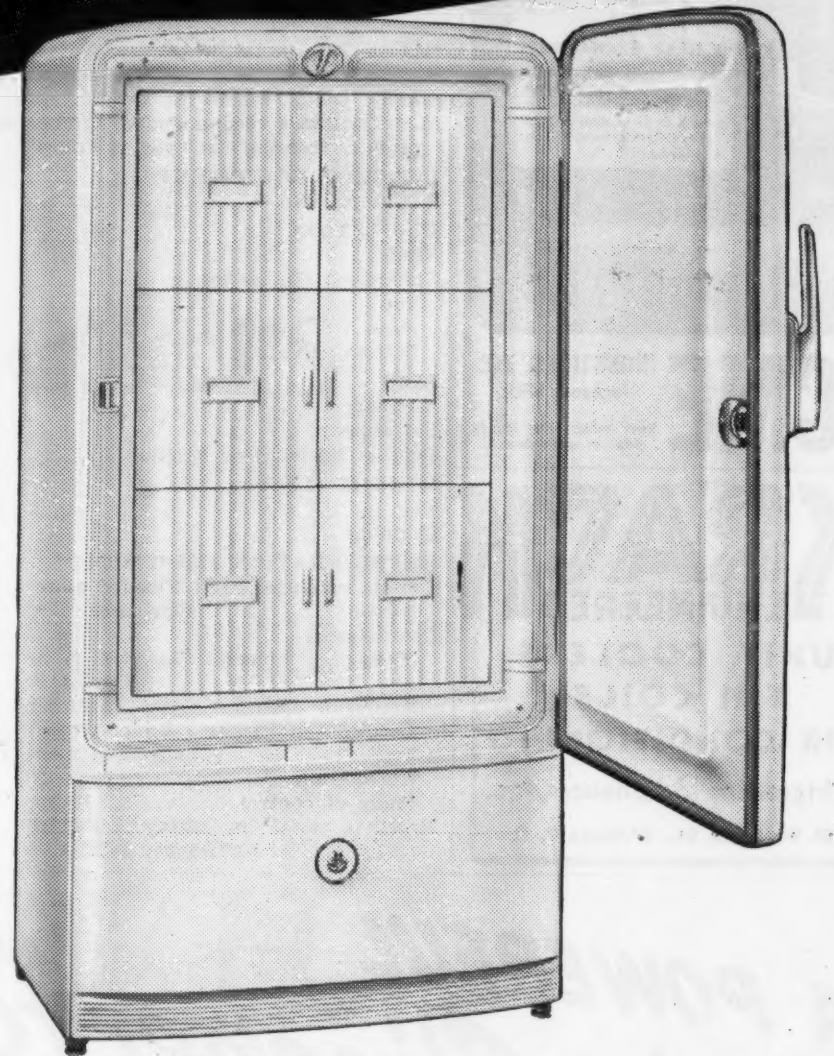
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Norge Home Freezers, like all Norge products, are backed-up by aggressive national advertising in the country's leading magazines, such as *Saturday Evening Post*, *Ladies' Home Journal*, *McCall's*, *Good Housekeeping*, *Better Homes and Gardens*, *American Home*, *Christian Science Monitor*, *Country Gentleman*, *Farm Journal*, *Successful Farming*, and others.



NORGE MODEL HF-18

HOME FREEZER has a freezing compartment at the left, with separate lid and two storage compartments at the right. All three lids are counterbalanced, have lock-latch handles. Thick glass fiber insulation. Total storage capacity 18.62 cubic feet or approximately 650 pounds of food. Powered by 1/3 h.p. open-type "Rollator" cold-maker.

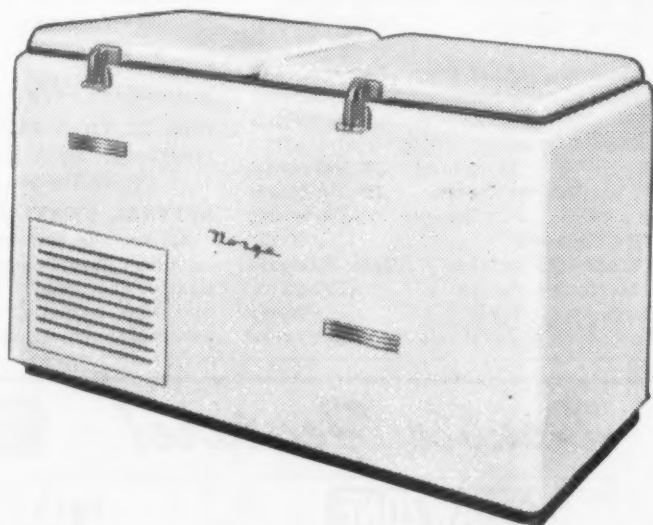


NORGE MODEL HF-6 HOME FREEZER

is a vertical-type freezer. Capacity of 6.35 cubic feet; holds approximately 210 pounds of food. There are six food compartment doors made of white plastic, each with label frame, for identifying the contents. Other features are refrigerated shelves; thick glass fiber insulation; positive-action door latch and a hermetically sealed 1/5 h.p. "Rollator" cold-maker condensing unit.

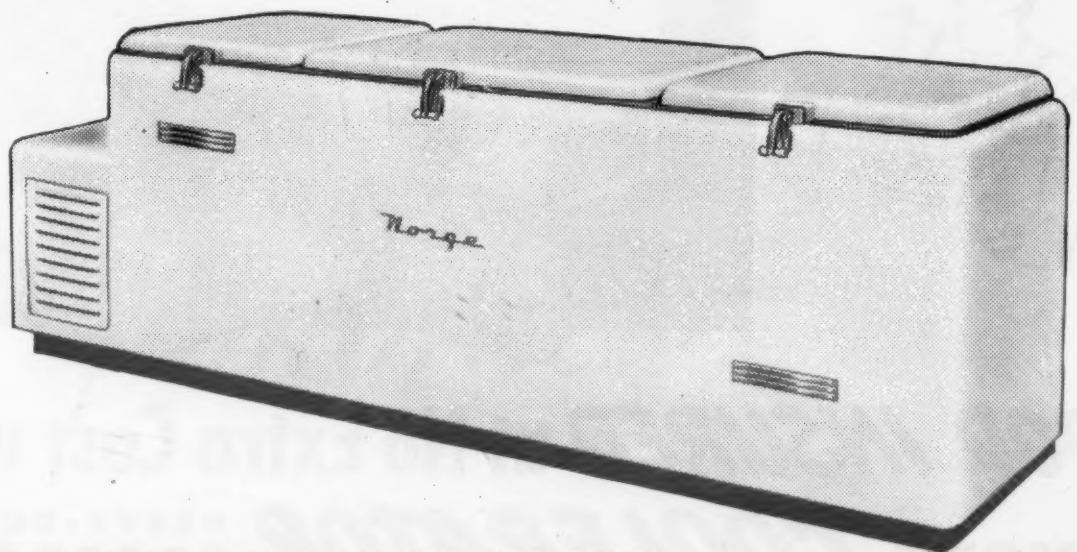
NORGE MODEL HF-26 HOME FREEZER

features full depth freezing compartment of 5.6 cubic feet with a total of 26 cubic feet of freezing and storage capacity or approximately 910 lbs. All of the lids are counter-balanced. The freezer condenser is a 1/2 h.p. open-type "Rollator" cold-maker.



NORGE MODEL HF-10 HOME FREEZER

has a total capacity (freezer capacity plus storage capacity) of 10.54 cubic feet, to accommodate approximately 370 pounds of food. This model is noteworthy for its two compartments, each with separate counterbalanced lid; lock-latch handles, five-inch glass fiber insulation, 1/5 h.p. hermetically sealed "Rollator" cold-maker condensing unit, and moderate price.



Norge Division, Borg-Warner Corporation, Detroit 26, Michigan

In Canada: Addison Industries, Ltd., Toronto, Ontario

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ACME INDUSTRIES, INC.
Jackson, Mich.
Your Jobber can supply
you—or write direct.

KRACK
ENGINEERED

UNIT COOLERS
FIN COILS
AIR CONDITIONING
Refrigeration Appliances, Inc.
923 W. Lake St., Chicago 7, Ill.

BTC (Brewer-Titchener)

Brewer-Titchener Corp., 336 Court St., Binghamton, N. Y.

	Chest	Chest	Chest
Model No.	FC12-1	FC18-1	FC23-1
Chest or upright type	Yes	Yes	Yes
Separate freezing section?	Yes	Yes	Yes

DIMENSIONS (In Inches)

	FC12-1	FC18-1	FC23-1
Interior: Height	24 1/2	24 1/2	24 1/2
Width	65	87 1/2	110
Depth	17	17	17
Exterior: Height	33 3/4	33 3/4	33 3/4
Width	76	98 1/2	121
Depth	28	28	28

CAPACITY (In Cu. Ft.)

	FC12-1	FC18-1	FC23-1
Freezer compartment	2 1/2	2 1/2	2 1/2
Storage compartment	10	15 1/2	21
Manufacturer's recommended number of lbs. of product freezing load per 24 hours	120	120	120

INTERIOR EQUIPMENT

	FC12-1	FC18-1	FC23-1
Partitions (No.)	4	6	8

INSULATION

	FC12-1	FC18-1	FC23-1
Kind	Fiberglas	Cork in bottom	
Thickness: (In Inches)			
Top	3 1/2	3 1/2	3 1/2
Sides	5	5	5
Bottom	5	5	5

LIDS

	FC12-1	FC18-1	FC23-1
Number	3	4	5
Lid support	Yes	Yes	Yes
Type of lid latch or handle	Snap-acting lockable		

WEIGHT (Lbs.)

	FC12-1	FC18-1	FC23-1
Net	750	900	1,100
Shipping	850	1,020	1,240

REFRIGERATION EQUIPMENT

Cooling medium.....Flooded plate-type liner

Compressor:

Make.....Universal Cooler, G-E, or Kelvinator

Sealed or open.....Either

Location on freezer.....Under freezer compartment

Refrigerant....."Freon-12"

Make of control.....Ranco

Nominal motor hp. rating.....FC12-1, 1/2; FC18-1 and FC23-1, 3/4

Condenser: Type.....Finned

Forced or natural convection.....Forced

Type of warning device.....Buzzer opt.

CONSTRUCTION & FINISH OF

Cabinet.....Baked enamel

Interior liner.....Zinc metallized

Material in evaporator.....Steel

PROTECTION PLAN

Warranty.....Standard one year

Guaranteed.....Yes

Contents-insurance available.

Home Freezer Specifications

Coldin

Coldin Cabinet Co., Inc., 2800 Webster Ave., Bronx, N. Y.

	Chest	Chest
Model No.	10SC	10SCSU
Chest or up right type		

DIMENSIONS (In Inches)

	10SC	10SCSU
Interior: Height	25	25
Width	44	44
Depth	20	20
Exterior: Height	32	59
Width	54	54
Depth	30	30

CAPACITY (In Cu. Ft.)

	10SC	10SCSU
Freezer compartment	10	10

INTERIOR EQUIPMENT

	10SC	10SCSU
Partitions (No.)	1	1
Light	No	Yes

LIDS

	10SC	10SCSU
Number	2	2
Lid support	Yes	Yes
Type of lid handles	Chrome plated handles	

WEIGHT (Lbs.)

	10SC	10SCSU
Net	425	475
Shipping	485	550

PRICE\$245.00\$305.00

INSULATION

Kind.....Fiberglas and waterproof paper and cold tar

Thickness.....5 inches throughout

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around

Compressor:

Make.....Jack & Heintz

Sealed or open.....Open

Location on freezer.....End bottom

Refrigerant....."Freon-12"

Make of control.....White-Rodgers

Nominal motor hp. rating.....1/4

Condenser: Type.....Finned

Forced or natural convection.....Forced

CONSTRUCTION & FINISH OF

Cabinet.....All-steel, white baked enamel

Interior liner.....Galvanized interior, aluminum sprayed

Materials in evaporator.....Copper tubing, silver soldered

American

American Refrigerator & Machine, Inc.

2700 University Ave., N.E., Minneapolis 13, Minn.

	Chest	Chest	Chest
Model No.	ARC-8	ARC-15	ARC-22
Chest or upright type	Yes	Yes	Yes
Separate freezing section?	Yes	Yes	Yes

DIMENSIONS (In Inches)

	ARC-8	ARC-15	ARC-22
Interior: Height	26 1/4	26 1/4	26 1/4
Width	39 1/4	64 1/4	88 3/4
Depth	18 1/4	18 1/4	18 1/4
Exterior: Height	39 1/4	39 1/4	39 1/4
Width	48 3/4	73 3/4	98 3/4
Depth	28	28	28

CAPACITY (In Cu. Ft.)

	ARC-8	ARC-15	ARC-22
Freezer compartment	2 1/2	2 1/2	2 1/2
Storage compartment	5 1/2	12 1/2	19 1/2
Manufacturer's recommended number of lbs. of product freezing load per 24 hours	100	150	200

INTERIOR EQUIPMENT

	ARC-8	ARC-15	ARC-22
Partitions (No.)	1	2	2
Baskets (No.)	1	1	1

INSULATION

Kind.....Fiberglas & Insulite

Thickness: (In Inches)

	ARC-8	ARC-15	ARC-22
Top	5	5	5
Sides	4	4	4
Bottom	5	5	5

LIDS

	ARC-8	ARC-15	ARC-22
Number	2	3	4
Lid support	Yes	Yes	Yes
Type of lid latch or handle	Snap lock hardware, chrome plated on brass		

WEIGHT (Lbs.)

	ARC-8	ARC-15	ARC-22
Net	256	390	425
Shipping	380	515	645

PRICE\$379.00\$529.00\$638.00

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around

Compressor:

Make.....ARC-8 and ARC-15, G-E or Servel; ARC-22, Universal

Cooler or Jack & Heintz

Sealed or open.....ARC-8 and ARC-15, Sealed; ARC-22, open

Location on freezer.....Under quick freezer compartment

Refrigerant....."F-12"

Make of control.....White-Rodgers

Motor hp. rating.....ARC-22, 1/2

Condenser: Type.....Finned

Forced or natural convection.....Forced

CONSTRUCTION & FINISH OF

Cabinet.....Aluminum, baked white

Dulux finish

Interior liner.....Aluminum

Material in evaporator.....Copper

PROTECTION PLAN

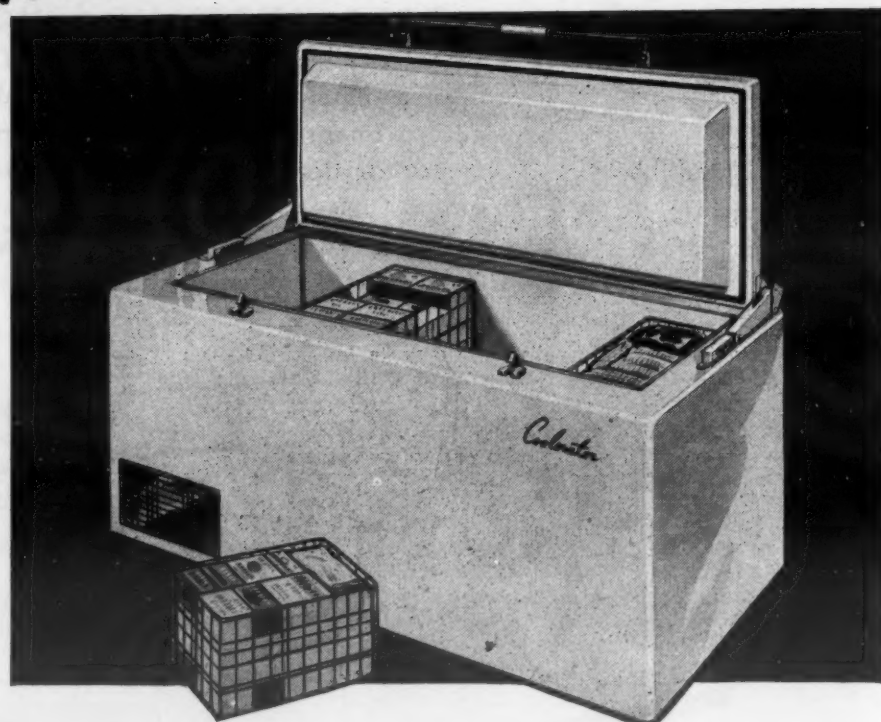
Warranty.....One year component

parts, five years condensing unit

SPECIAL FEATURES

All models are constructed entirely of aluminum, making them permanently rustproof. Insulation is hermetically sealed with hot tar to prevent moisture transmission.

**A POWERFUL
Sales Clincher for YOU!**



**FOOD INSURED at No Extra Cost with
Every COOLERATOR** **HEAVY-DUTY
FREEZER**

Here's a wonderful safety feature that is paying off in SALES. Yes, every buyer of a Coolerator Heavy-Duty Freezer gets a comprehensive food insurance policy—without extra cost! It insures against food loss up to \$200 for any mechanical or power failure ... over a 5-year period!



See your Distributor or write for full information.

COOLERATOR BRINGS YOU THE EXTRA ADVANTAGE OF THESE OTHER OUTSTANDING FEATURES, TOO!

Feature for feature, this freezer is your customers' best investment!

- ✓ Low price!
- ✓ Ideal family size—15.1 cu. ft.—for basement, utility room or garage.
- ✓ Easy finger-lift lid.
- ✓ Counter-balanced hinges.
- ✓ Thermostatic controlled—holds temperature constant at zero or below.
- ✓ Famous hermetically-sealed freezing unit insures low-cost operation ... silent, trouble-free.

The Coolerator Company, Dept. AC-48, Duluth 1, Minnesota

Double Feature!

TODAY AND
EVERY DAY



THAWZONE, the moving dehydrant, circulates and searches out moisture, destroying it chemically. For new and reconditioned units, as well as old.



TRACE is a highly effective refrigerant leak detector. Its stable, red color reveals leaks promptly in old or new systems.



HIGHSIDE CHEMICALS CO.
195 VERONA AVE. NEWARK 4, N. J.



More
Home Freezers
use

TECUMSEH
HERMETICS

*than all other makes
of units combined**

* Information based on best available industry reports.

TECUMSEH PRODUCTS COMPANY
TECUMSEH, MICHIGAN

Zer-O-Pak Freezers (Bevco Co.)

The Bevco Co., 1512 Pine St., St. Louis, Mo.

Chest or upright.....	Chest 1h6	Chest 1h15	Upright v13	Chest GS17.5	Chest 2h830	Chest 4h1240
Model No.	1h6	1h15	v13	GS17.5	2h830	4h1240
Separate freezing section?	No	No	No	No	No	No

DIMENSIONS (In Inches)

Interior: Height	18	30	11	24	24	24
Width	34	52	33	71 1/2	32	32
Depth	18	20	20	21 1/2	20	20
Exterior: Height	38	38	60	32 1/2	34	34
Width	42	60	41	79 1/2	60	60
Depth	26	28	28	29 1/2	29 1/2	29 1/2

CAPACITY (In Cu. Ft.)

Freezer compartment	6	15	13	17.5	8	12
Mfr's. recommended no. of lbs. of product freezing load per 24 hours			35 lbs. per cu. ft.			

LIDS AND DOORS

Number	1	1	1	3	2	4
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WEIGHT (Lbs.)

Net	225	350	425	450	325	350
Shipping	375	400	475	500	375	400

PRICE	\$150.00	\$270.00	\$295.00	\$395.00	\$225.00	\$250.00
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INTERIOR EQUIPMENT

Partitions (No.)	Model GS17.5, rack optional	Model 1h6, 1/4; models 1h15 and v13, 1/2; model GS17.5, 1/2; models 2h830, 4h1240, 1/2	Model 1h6, 1/4; models 1h15 and v13, 1/2; model GS17.5, 1/2; models 2h830, 4h1240, 1/2	Model 1h6, 1/4; models 1h15 and v13, 1/2; model GS17.5, 1/2; models 2h830, 4h1240, 1/2	Model 1h6, 1/4; models 1h15 and v13, 1/2; model GS17.5, 1/2; models 2h830, 4h1240, 1/2	Model 1h6, 1/4; models 1h15 and v13, 1/2; model GS17.5, 1/2; models 2h830, 4h1240, 1/2
Shelves (No.)	Model v13, 3	Model v13, 3	Model v13, 3	Model v13, 3	Model v13, 3	Model v13, 3

INSULATION

Kind	Models 1h6, 1h15, v13, and GS17.5, Fiberglas; models 2h830 and 4h1240, cork	Models 1h6, 1h15, v13, and GS17.5, Fiberglas; models 2h830 and 4h1240, cork	Models 1h6, 1h15, v13, and GS17.5, Fiberglas; models 2h830 and 4h1240, cork	Models 1h6, 1h15, v13, and GS17.5, Fiberglas; models 2h830 and 4h1240, cork	Models 1h6, 1h15, v13, and GS17.5, Fiberglas; models 2h830 and 4h1240, cork	Models 1h6, 1h15, v13, and GS17.5, Fiberglas; models 2h830 and 4h1240, cork
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Refrigeration equipment	Models 1h6, 1h15, and v13, plate; models GS17.5, 2h830, and 4h1240, wrap around	Models 1h6, 1h15, and v13, plate; models GS17.5, 2h830, and 4h1240, wrap around	Models 1h6, 1h15, and v13, plate; models GS17.5, 2h830, and 4h1240, wrap around	Models 1h6, 1h15, and v13, plate; models GS17.5, 2h830, and 4h1240, wrap around	Models 1h6, 1h15, and v13, plate; models GS17.5, 2h830, and 4h1240, wrap around	Models 1h6, 1h15, and v13, plate; models GS17.5, 2h830, and 4h1240, wrap around
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Compressor:	Make	Tecumseh	Make	Tecumseh	Make	Tecumseh
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Sealed or open	Open	Sealed or open	Open	Sealed or open	Open	Sealed or open
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Refrigerant	"Freon-12"	Refrigerant	"Freon-12"	Refrigerant	"Freon-12"	Refrigerant
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Warranty	One year from date of installation	Warranty	One year from date of installation	Warranty	One year from date of installation	Warranty
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Schwenk Promoted to New Weatherhead Post

CLEVELAND — O. G. Schwenk, general production manager of the Weatherhead Co. here, has been appointed assistant to the president, it is announced by A. J. Weatherhead, Jr., president.



O. G. Schwenk

Schwenk, a native of New York City, graduated from Wesleyan university, Middletown, Conn., studied business administration and received his Master's degree at Western Reserve.

He is a registered Certified Public Accountant in the State of Ohio.

For 10 years, prior to joining The Weatherhead Co., Schwenk was Consulting Industrial Engineer with the firm, Albert Ramond & Associates, Chicago.

Schwenk joined Weatherhead in 1944 as chief industrial engineer and was later appointed controller and general production manager.

R. J. Finnegan has been appointed to the position of general production manager, succeeding Schwenk. Finnegan, who was previously chief industrial engineer, joined Weatherhead in 1941. He graduated from Northern State College, Marquette, Mich., where he majored in industrial education. He received his master's degree from the University of Michigan and attended Harvard Business School.

Home Freezer Specifications

Deepfreeze

Deepfreeze Division, Motor Products Corp., 2301 Davis St., North Chicago, Ill.

Chest or upright....	Chest B-16	Chest C-10	Chest B-10	Chest C-5	Chest B-5	Chest A-4
Model No.	B-16	C-10	B-10	C-5	B-5	A-4
Separate freezing section?	No	Yes	Yes	No	No	No

DIMENSIONS (Inches)

Interior: Height	25	25	15 1/2	25	15 1/2	17%
Width	46	29	16 1/2	29	16 1/2	29
Depth	25	17 1/2	17%	17 1/2	17%	16%
Exterior: Height	36	36	36	36	36	44%
Width	75	55%	55%	38	38	28%
Depth	37	26%	26%	26%	26%	28%

CAPACITY (Cu. Ft.)

Freezer comp'tment	16	2.6	2.6	4.8	4.8	3.66
Storage comp'tment		7.4	7.4			

Mfr's. recommended no. of lbs. of product freezing load per 24 hours

65	40	Varies, minimum would be:	40	20	20	16
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INTERIOR EQUIPMENT

Partitions (No.)	4	2	0	2	2	0
Baskets (No.)		3	0	3	0	0
Light	No	Yes	No	Yes	No	No

WEIGHT (Lbs.)

Net	530	360	350	248	243	220
Shipping	800	405	405	275	270	237

PRICE	\$599.50	\$449.50	\$389.50	\$269.95	\$239.95	\$199.95
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INSULATION

Kind.....Model B-16, Floto Foam; all other models, Balsam Wool

Thickness: (In Inches)

Top	4					
Sides	4					
Bottom	4					

LIDS

Number.....One on each model

Lid support.....Counterbalanced except A-4 which is removable

Type of lid latch.....Spring type latch with friction striker

Make of control.....B-16, White-Rodgers; other models, Ranco and Cutler-Hammer

Condenser: Type.....Model A-4, static; other models, finned

Forced or natural convection.....A-4, natural; others, forced

Warning device.....Model C-10, battery operated buzzer

Construction and interior.....All models Bonderized and baked on synthetic enamel

Material in evaporator.....Model B-16, aluminum; all others, copper

Protection plan.....Food protection plan—pay up to \$200 at no cost to consumer, 5 years. One year on compressor unit and additional 4 years on motor and compressor only.

Special features.....Deluxe Model C-10 has three ice cube trays with ejector arms and one serving tray. Models C-10, B-10, C-5 have lid locks.

IT WORKS BOTH WAYS

"Same insulation they use in the best commercial refrigerator cases!"



"Same insulation they use in most home refrigerators today"



OWENS-CORNING
FIBERGLAS

THERMAL
INSULATION

...a swell feature to have
...a swell feature to sell

*FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) for a variety of products made of or with glass fibers by Owens-Corning Fiberglas Corporation.

Bakery Finds Frozen Food Experiments Okay

PEORIA, Ill. — The experience of the Bake-Rite Bakery here with frozen bakery products has been highly satisfactory. It started with frozen pies three years ago. Since then, muffins, coffee cakes, and rolls have been added to the frozen line. Of these, pies are the best seller.

In addition, this bakery has done some experimenting with frozen desserts and frozen baked products, including coffee cakes, rolls, and pies.

Products are frozen in a quick freeze cabinet that is maintained at -25° F. and displayed in an open-type, mirrored-back frozen food case.

"Naturally," says Paul Zickgraff, owner, "we have learned considerably more about freezing bakery products. We have found that a better flavor is secured by instructing the customer to bake in a slow oven, sort of defrosting it, for about 30 minutes at 300°; then setting the thermostat at about 400° and baking for 25 to 30 minutes longer.

"Also, that if the baker partially proofs yeast-raised products before freezing, it expedites the proofing time that the housewife needs before baking.

"We have not been able to expand this department as much as we would like because we have not been able to get packaging that is completely satisfactory. With proper packaging, frozen bakery products are a natural."

Curtis Transfers Schultz To New England District

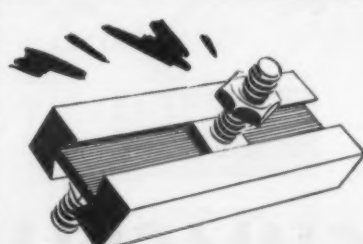
ST. LOUIS—Curtis Refrigerating Machine Division has announced appointment of Gunther W. Schultz as district manager of its New England territory.

Schultz, who is a mechanical engineer, is being transferred from the factory effective May 1. His office address will be announced later.

He specialized in refrigeration and air conditioning at the University of Cincinnati and at Washington university.



G. W. Schultz

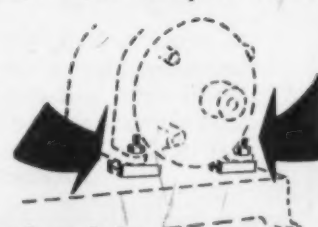


AT LAST!!

Here it is—

The Motor Base Adapter Plate

Install that motor; it fits the base—any base. No drilling or filing. No holes out of line. No rotor shaft too long or too short. Carry motors and adapters in every service car.



Manufactured and distributed by

MOTOR ADAPTER CORPORATION

4730 JOY ROAD DETROIT 4, MICHIGAN TYLER 4-9223

WARNING SIGNALS ARE BEING FLASHED, BY GROUPS IN

THE COMMERCIAL REFRIGERATION INDUSTRY, TO KEEP A

"WEATHER EYE" ON THE SALES AND CREDIT BAROMETER.

CLOSER ATTENTION TO CREDIT POLICIES SEEMS TO BE

CALLED FOR AS EXCHANGE INFORMATION APPEARS TO SHOW

GREATER-THAN-NORMAL CUSTOMER DELINQUENCIES IN RECENT

MONTHS. MANY UNFORTUNATE CREDIT EXPERIENCES CAN BE

AVOIDED BY EXPERT GUIDANCE. YOUR COMMERCIAL CREDIT

REPRESENTATIVE CAN GIVE YOU SOME EYE-OPENING EXAMPLES

OF EFFICIENCY IN MINIMIZING RISKS WITHOUT CRAMPING

SALES. CONSULT HIM FREELY WITHOUT OBLIGATION.

COMMERCIAL CREDIT CORPORATION

A Subsidiary of Commercial Credit Company, Baltimore

MORE THAN 300 OFFICES IN PRINCIPAL CITIES OF THE UNITED STATES AND CANADA

ENGINEER WANTED

as assistant to Engineering Manager for design and development of accessory parts for commercial refrigeration.

Must have considerable mechanical engineering experience and be familiar with the refrigeration industry. Must be aggressive and have sales aptitude.

An excellent permanent position for the man who can meet the requirements. Give complete information regarding training, experience and ability in first letter.

DELANAN MANUFACTURING COMPANY

3009 Sixth Avenue
Des Moines 13, Iowa

EXPERIENCED MEN CAN SERVE YOU BEST

COMPLETE LINE OF
REFRIGERATION SUPPLIES
TOOLS AND ACCESSORIES
EACH MONTH THIS
FELLOW APPEARS IN
THE LIQUID LINE
THE INDUSTRY'S OLDEST HOUSE ORGAN
ARE YOU ON OUR MAILING LIST?

WEST COAST SUPPLY JOBBERS
SINCE 1928

REFRIGERATION SERVICE INC.
3109 BEVERLY BLVD.
LOS ANGELES 4 CALIF.

Home Freezer Specifications

Whiting

Whiting Corp., Chicago, Ill.

Chest or upright type	Chest	Chest
Model No.	F1200	F2200
Separate freezing section?	No	No

DIMENSIONS (In Inches)

Exterior: Height	36	36
Width	32	60
Depth	27	27

CAPACITY (In Cu. Ft.)

Freezer and storage compartment	4½	12
Manufacturer's recommended number of pounds of product freezing load per 24 hours	25	70

INTERIOR EQUIPMENT

Partitions (No.)	Available	Available
Baskets (No.)	3	3

INSULATION

Kind	Fiberglas	Fiberglas
Thickness: (In Inches)		
Top	4	4
Sides	4	4
Bottom	5	5

LIDS

Number	1	2
Type of lid or door latch or handle	Chrome	Chrome

WEIGHT (Lbs.) Net	215	395
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PRICE (f.o.b. Cleveland)	\$229.50	\$399.50
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REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around
Compressor:

MakeTecumseh
Sealed or open.....Sealed
Location on freezer.....Under left side
RefrigerantF1200, "F-12";
F2200, "F-22"

Make of control.....Ranco

Condenser: TypeFinned
Forced or natural convection.....F1200,
natural; F2200, forced

CONSTRUCTION & FINISH OF

CabinetSteel, Duco
Interior linerSteel, Duco
Material in evaporator.....Steel

PROTECTION PLAN

Warranty5 years
Guarantee1 year
Insurance for 3 years for \$5.00, optional.

SPECIAL FEATURES

Floating lid; perfect seal.

York

York Corp., York, Pa.

Chest or upright type	Chest	Upright
Model No.	165	350
Separate freezing section?	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	12½	26½	49½
Width	19	43½	52½
Depth	20½	20½	24½
Exterior: Height	36		71½
Width	71		60½
Depth	29		34

CAPACITY (In Cu. Ft.)

Freezer compartment	3.0	8.50
Storage compartment	13.5	24.54
Manufacturer's recommended number of pounds of product freezing load per 24 hours	35-95	84-177

INTERIOR EQUIPMENT

Partitions (No.)	4	
Shelves (No.)		4
Drawers (No.)		3

INSULATION

Kind	Fiberglas	Fiberglas
Thickness: (In Inches)		
Top	3	4
Sides	4	4
Bottom	4	4
Door		4

LIDS AND DOORS

Number	2	2
Type of lid or door latch	Chest, light flip lids	Upright, pressure type latch

WEIGHT (Lbs.)

Net	412	815
Shipping	508	1,010

PRICE (f.o.b.)	\$487.00	\$836.00
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REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around tubing
Compressor:

Sealed or openChest, sealed;
Upright, open
Location on freezer.....Chest, bottom
left; Upright, top right

RefrigerantFreon-12

Make of control.....Ranco

Motor rating.....Upright, ½ hp.

Condenser: TypeFinned
Forced or natural convection.....Forced
Type of warning device.....Upright,
light and buzzer

CONSTRUCTION & FINISH OF

CabinetEnameled steel
Interior linerAluminum
Material in evaporator.....Aluminum

PROTECTION PLAN

Warranty1 year

WEIGHT (Lbs.)

Shipping	475
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PRICE	\$498.00
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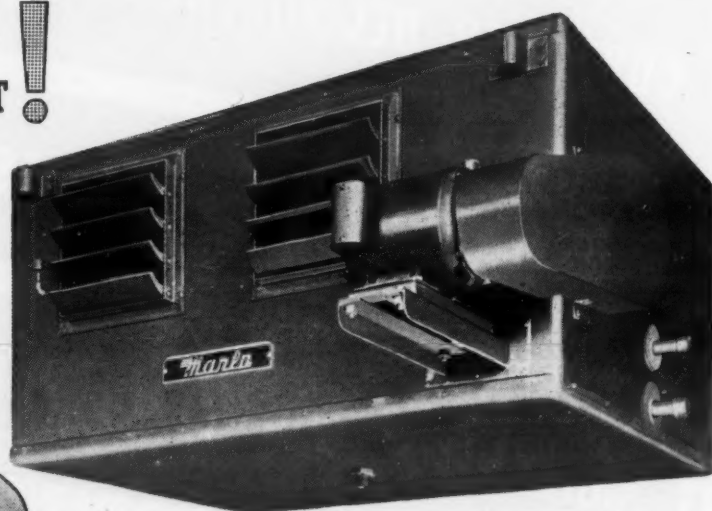
CONSTRUCTION & FINISH OF

Cabinet.....White baked enamel
Interior liner.....White baked enamel
Material in evaporator.....Steel

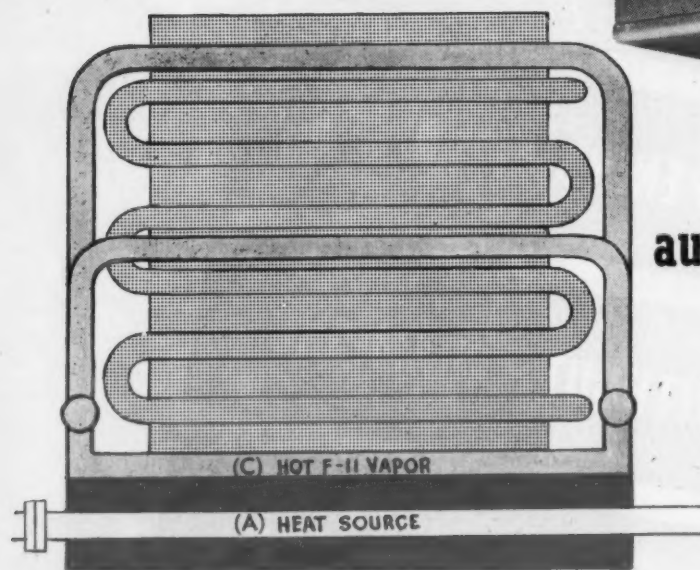
PROTECTION PLAN

Warranty1 year

ANOTHER MARLO FIRST!



automatic **Vapo**
DE FROST system



HERE'S HOW IT WORKS: Heat source (A) vaporizes the sealed charge of Freon 11 (Trichloromonofluoromethane) in boiler (B). Vapor circulates through tubing (C) interspersed between refrigeration coils, quickly defrosts them.

DEFROSTS WITH SPEEDY TROUBLE-FREE F-11 VAPOR

An entirely new, faster, foolproof principle to end your defrosting troubles! • No water • No pumps or other moving parts • No intricate electric control system.

performs equally well with ... { electric heating elements
steam or exhaust gases
heat of compression
or any other source of heat

New LTV Low Temperature Vapor Defrosting Unit features lightweight all-aluminum construction, squirrel cage centrifugal blowers and attractive baked hammerloid finish.

• May we send you descriptive literature?

MARLO-HEAT TRANSFER
Since 1928

Copyright 1948, Marlo Coil Company. Patent Applied For.

MARLO COIL CO. / ST. LOUIS 10, MO.

Strata Aire

Strata Aire, Inc., Rittman, Ohio

Chest or upright type	Upright
Model No.	16
Separate freezing section?	Yes

DIMENSIONS (In Inches)

Exterior: Height	65
Width	40
Depth	34½

CAPACITY (In Cu. Ft.)

Freezer compartment	6
Storage compartment	10.7

INTERIOR EQUIPMENT

Shelves (No.)	2 removable
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INSULATION

Kind	Glass wool
Thickness: (In Inches)	
Top	5½
Sides	5½
Bottom	5½
Door	5½

DOORS

Number	1
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REFRIGERATION EQUIPMENT

Compressor:

MakeServel
Sealed or openSealed
Location on freezer.....Cabinet bottom
RefrigerantFreon-12

Condenser: TypeFinned

Forced or natural convection.....Forced

THAT NEW LOOK NOW

AND FOR YEARS TO COME!

THIS FINE FEDERAL

OPEN CASE

has eye appeal... that makes new sales climb. Advanced engineering... gives low operating cost—Modern production methods give you initial low cost.



THE NEW Federal "SELF-SERVE" SEVEN FOOT Self-Contained DOUBLE DUTY

- Another new Federal unit... same high quality
- Genuine porcelain exterior
- Mirrored Eye Level Display—Kool-Brite Lighted
- Refrigerated mezzanine shelf increases display area
- Uniform temperature from full powered Self-Contained Condensing unit
- Fully air conditioned

The New Federal Line for '48 is satisfying thousands of wide-awake merchants. Federal Food Preservation Products for Dairy... Produce... Delicatessen... Bakery... Frozen Foods... Meats, Etc. combine every last minute refrigeration feature.

Some desirable territories available on this new model and our complete line. Write for details.

Federal REFRIGERATOR MFG. CO.
COMMERCIAL REFRIGERATORS ★ WAUKESHA, WIS.

Admiral

Admiral Corp.
3800 W. Cortland St., Chicago 47, Ill.
Chest or upright typeChest
Separate freezing section?.....No

DIMENSIONS (In Inches)

Interior: Height 20 1/4
Width 34
Depth 20
Exterior: Height 37 3/4
Width 40
Depth 33 1/4

CAPACITY (In Cu. Ft.)

Storage compartment 8
Manufacturer's recommended
no. of lbs. of product freez-
ing load per 24 hours 30

INTERIOR EQUIPMENT

Partitions (No.) 2

INSULATION

KindGlass wool
Thickness (In Inches)
Top 3
Sides 4
Bottom 4

LIDS

Number 1
Lid support Yes
Type of lid latchLatch

REFRIGERATION EQUIPMENT

Cooling mediumWrap around
Compressor:
MakeTecumseh
Sealed or openSealed
Location on freezerBottom
Refrigerant "F-12"
Make of controlC-H or Ranco
Condenser: TypeFinned
Forced or natural convectionNatural

WEIGHT (Lbs.)

Net 179
Shipping 260

PRICE\$299.95**CONSTRUCTION & FINISH OF**

CabinetAluminum, baked enamel
Interior linerAluminum with
bright finish
Material in evaporatorAluminum

PROTECTION PLAN

Warranty1 year
Guarantee4-year protection plan
on hermetic unit

SPECIAL FEATURES

All-aluminum vapor-sealed cabinet,
counter-balanced top, 8-cu. ft. capacity
in floor size of 6 cu. ft., positive latch.

Magic Zero Freeze**(Magic Freezer)**

Magic Freezer Mfg. Co.
6531 Stuart Ave., Richmond, Va.

Chest or upright typeChest

DIMENSIONS (In Inches)

Built to order.

CAPACITY (In Cu. Ft.)

Freezer compartmentFrom 6 up

INTERIOR EQUIPMENT

As wanted by customer.

INSULATION

KindCorkboard
Thickness (In Inches)
Top 3 1/4
Sides 4
Bottom 5
Door (upright models)Corkboard
or Fiberglass

LIDS

NumberFrom one up
Lid supportOrdinarily use chain

REFRIGERATION EQUIPMENT

Cooling mediumCold plates
Compressor:
MakeCopeland and Tecumseh
Sealed or openSealed and open
Location on freezerOne end
Refrigerant "F-12" and methyl
Make of controlWhite-Rodgers &
Ranco

Nominal motor hp. rating1/4 up
Condenser: TypeFinned
Type of warning deviceType cus-
tomer specifies

WEIGHT (Lbs.)

NetFrom 200 up
ShippingApprox. 300 up

PRICEFrom \$152.50 up**CONSTRUCTION & FINISH OF**

CabinetStainless steel or alu-
minum finished any color
Interior linerGalvanized iron
Materials in evaporatorCopper and
steel

PROTECTION PLAN

Cabinet guaranteed for one year.
Usual guarantee of compressor by
factory from 1 to 5 years.

SPECIAL FEATURES

Cold-holding features protects food
longer in case of compressor failure.

Home Freezer Specifications**International Harvester**

International Harvester Co., Inc., 180 N. Michigan Ave., Chicago, Ill.

Chest or upright typeChest

Model No.4FC

Separate freezing section?No

DIMENSIONS (In Inches)

Interior: Height 19 3/4
Width 26 3/4
Depth 24
Exterior: Height 36 3/4
Width 37 3/4
Depth 26

CAPACITY (In Cu. Ft.)

Storage compartment 4.2

INTERIOR EQUIPMENT

Dividers (No.) 0
Baskets (No.) 0
Thermometer No

LIDS

Number 1
Lid support No

Type of lid latch or handlePositive acting, spring loaded hinges
(counterbalanced)

WEIGHT (Lbs.)

Net 288 1/2
Shipping 338 1/2

INSULATION

KindSpun glass
Thickness4 1/2 in. all around

REFRIGERATION EQUIPMENT

Cooling mediumWrap around

Compressor:
Sealed or openSealed

Location on freezerOne end

Condenser: TypeFinned

CONSTRUCTION & FINISH OF

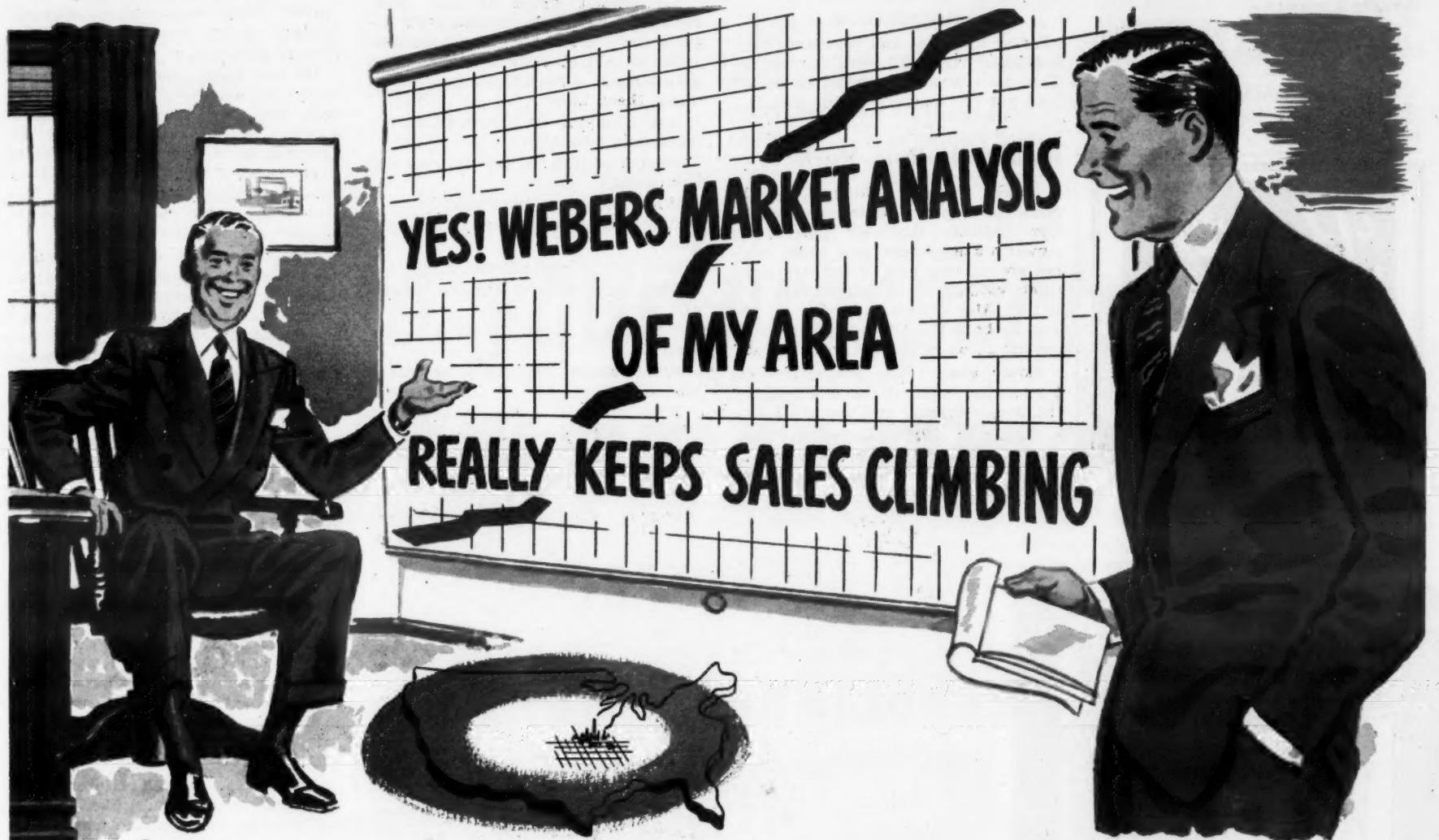
CabinetSteel, baked Dulux enamel
Interior linerSteel, baked Dulux
enamel

PROTECTION PLAN

Warranty5 years on unit

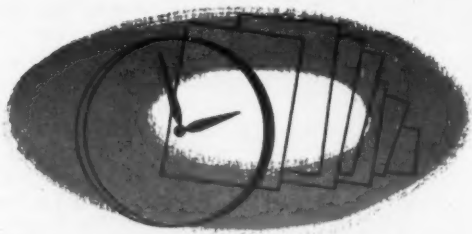
SPECIAL FEATURES

Temperature control.



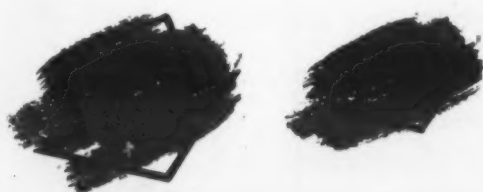
Q. Does Weber do market research just for you?

A. Yes—in a way. You see, while their market surveys are nationwide, they segregate each dealer's trading area. So—since my franchise is for an exclusive territory, the research Weber does here is done for me.



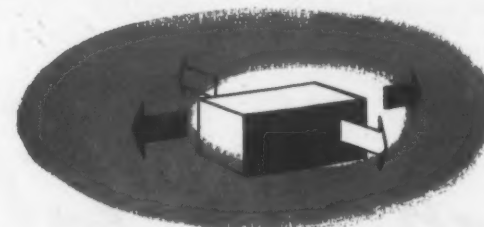
Q. Don't market conditions change?

A. Sure! Constantly! But Weber makes a continuous market study. In that way, they're always up to date. And with fresh and accurate information, I get the best of merchandising and sales help. I'm really sold on Weber's research as well as Weber equipment.



Q. Can you be sure Weber research is impartial?

A. Yes, because they have nationally recognized firms check their findings. A fifty-year-old firm like Weber would be pretty sure to guard their reputation. After all, the more reliable the information is, the higher the sales go.



Q. How does this research help you?

A. Well, for one thing, it shows me new outlets for refrigerated equipment. Then, too, it tells me almost to the unit the amount of equipment and kind of equipment I can sell. Naturally this helps me plan ahead, and makes all the Weber equipment I order completely salable.

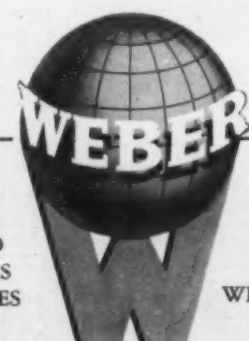
Weber Showcase & Fixture Co., Inc.
5700 Avalon Boulevard, Dept. 10-548
Los Angeles 54, California
Gentlemen: Kindly send me full information on Weber equipment
for my business. Also name of nearest Weber representative.
PLEASE PRINT PLAINLY

Name _____
Business _____
Address _____
City _____ Zone _____ State _____

*Yes!—SUCCESSFUL DEALERS SAY—
market analysis helps sell worlds of*



REGIONAL OFFICES:
NEW YORK
CHICAGO
NEW ORLEANS
LOS ANGELES



Foodguard
REFRIGERATED
EQUIPMENT

WEBER SHOWCASE & FIXTURE CO., INC.
5700 AVALON BLVD.
LOS ANGELES 54, CALIF.

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

The great Walter Jonhson was fast enough on sunny days; but when the sky was cloudy, his fast ball was practically invisible.

Harry Heilman, on one of those cloudy days, came up to bat against Washington's fabulous Johnson.

"Steerlike!" the umpire screamed, after Heilman heard a thud in the catcher's glove.

Heilman turned around and asked the Ump: "Are you sure you could see that one?"

"Well," was the hedging reply, "I thought I could."

"Don't you think it sounded a little high?" Heilman queried.

When that unbelievable character, Vernon ("Goofy") Gomez, was enjoying his best year with the

Yankees, at the end of August he had won 19 games and lost but six.

But he seldom finished a game. "Fireman" Johnny Murphy usually trudged from the bullpen to retire the last four or five batters when Gomez was pitching.

One afternoon in September, at the beginning of a crucial series, Manager Joe McCarthy walked up to Gomez in the dressing room and asked:

"How do you feel today?"

"So what if I feel bad or good?" grumped Gomez. "Ask Murphy how he feels."

More Truth Than Poetry

Orville E. Reed, direct mail specialist who resides in Howell, Mich., puts into a four-line verse what it takes us 24 paragraphs to say:

MILLENIUM

"Portal to portal and severance pay! I wonder when will come the day That man is paid for what he does And not for where he is or was."

Who Sells How Much?

Recent figures published by the National Electrical Retailers Association indicate that six percent of America's appliance and radio dealers are moving half of the industry's total volume. The other 94% are letting the remaining half of the volume be taken off their floors without effort on their part, or interest.

How come? Why are so few enjoying the cream of the business and the many sharing the crumbs?

Naturally, neither we nor the association has a pat answer. But we do

understand the requisite qualifications that any good retailer needs to secure a front-rank position amongst his competitors.

Let's look at our hero, the successful retailer. He's an artist, banker, salesman, bookkeeper, diplomat, mechanic, clairvoyant, and horse trader, all rolled into one.

He has boundless patience, unflagging optimism, and simple faith in himself. He is personally neat and clean. He gets along well with people. He is equipped with a generous portion of common sense and an even larger dose of managerial ability.

He knows when to look and when to leap. He puts in long, overtime hours—without immediate compensation—on tasks that an outsider would never dream had anything at all to do with his business.

He doesn't grope in the dark. He's sure he's right because he's experienced. He stops every once in a while to take stock of himself, and to give himself a searching examination along these lines:

Am I looking at my store as my customers look at it?

Have I considered my fixtures and equipment?

What about my employees?

What about new products and new lines?

How will I merchandise them?

Am I studying to improve myself and my service?

What about population shifts in my area?

What about my costs of doing business?

What about consumer services?

What about slow moving lines?

What about finances?

Am I participating in civic enterprises?

Frank and truthful answers to these questions will keep the progressive retailer out of the abyss of mediocrity.

No successful dealership can last long without adequate capital, know-how, and a good location.

Capital, of course, means money in the bank—and plenty of it.

It can be assumed that the successful retailer has had sufficient funds to lease his store, stock it with the appliances he wants to sell, and equip it with the fixtures he will need to sell those appliances.

But it is the operating capital available after these basic needs are taken care of which makes the real difference between failure and success. The wise retailer will have enough money on hand to pay off all current obligations, and to take advantage of any discounts offered for prompt payment of bills.

He will have more savings salted away to accommodate those good buys that come along every once in a while, or to capitalize upon the opportunity to add new merchandise lines. And, if he's "sound" he'll have enough capital in the bank to hire and train more salesmen, and to acquire more space.

The good retailer doesn't depend on his current receipts to meet current expenses. He keeps a substantial reserve of working capital on hand to cover these expenses. He replaces that working capital as necessary from his net income.

Know-how consists of experience plus studying good business papers, reading useful books, observation, and question-asking. The man with know-how is the man who knows the score.

America's leading retailers did not get their knowledge all in one gulp or even in one year. A lot of their information came from their own good experience. But a good share came from other sources, such as study courses in high school or college, reading books on their subject of interest, keeping up to date through reading business papers, personal contact with other businessmen in the field, and perusal of everything printed concerning their line of endeavor.

All of these sources of information are open to everyone alike. But it is the smart businessman who knows how to use them.

Before he builds or rents in any location, the retailer will find that it pays to check up on the history of the site. If previous businesses have failed there, he should learn what caused those failures. Then he can decide if he has the ability to overcome those obstacles, and make a go of his dealership. If not, he had better try another site.

He checks on the store building, too, to determine whether or not it is adaptable to his particular business. For any enterprise, there should be sufficient storage space and adequate receiving, handling, and shipping facilities. And plenty of heat, ventilation, and lighting. In general, the store facility must make

a good appearance, and still be utilitarian in the nth degree.

The topnotch appliance dealer has a forceful personality. He has to be personable in order to be successful.

By looking over the outstanding retailers in your community, you will note that their stores have taken on much of their own personality. Best dealers are known to the public by the retailer's name. Proprietor may call his shop the Main St. Appliance Shoppe. But to the buying public, it is "Sam's" or "Jones'."

Knowing this, the successful retailer takes pains to keep his store, both inside and out, as attractive and clean as he can, and as dramatic as possible.

With an eye to the customer's convenience, he arranges his store so that the merchandise he wants to sell is as close to the customer as possible. And he spotlights both bargains and extra-profit-makers. His displays include color, light, and motion. He's a showman.

In conclusion, it seems pertinent to quote a U. S. Chamber of Commerce pamphlet on "What It Takes To Be A Retailer," which notes that "A successful store manager will:

"Insist upon neatness and cleanliness in all aspects of retailing.

"Keep abreast of all that goes on in the community.

"Take part in civic promotions so his store will maintain prestige in the community.

"Keep constant watch over little things and guard constantly against waste.

"Improve customer relations constantly, being neither niggardly in small things nor over generous in larger ones.

"Evaluate customer demand correctly to eliminate unwise buying."

If you are doing all these things and you still aren't in the upper 6%, keep trying. You will be, eventually. (Incidentally, you should read "One Foot in the Door."

It Pays to Advertise

Jim Pocock of Philadelphia, who has probably sold more Frigidaires than any other living man, is a strong believer in advertising. He is fond of quoting the following anonymous verses:

Constant dripping water wears away the hardest stone,
Constant gnawing Towser chews away the toughest bone,
The constant wooing lover takes away the blushing maid
And the constant Advertiser is the one who gets the trade.

The codfish lays a million eggs
While the faithful hen lays one
But the codfish does not cackle
To inform us what she's done!
So we disregard the codfish
While the faithful hen we prize,
Which only goes to prove
It pays to advertise.

He who whispers down a well
About the goods he has to sell,
Will never reap the golden dollars
Like he who shows them 'round
and hollers.

Bowen
REFRIGERATION
SUPPLIES, INC.

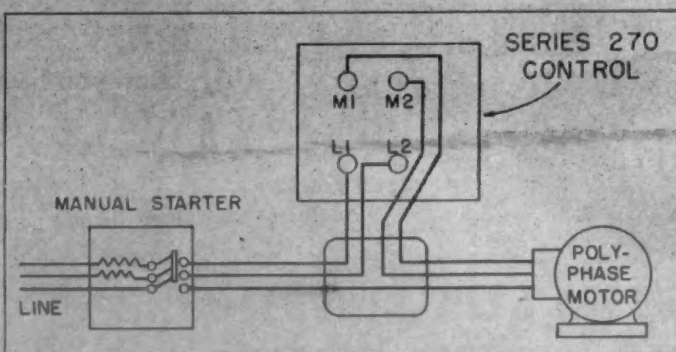
Atlanta Jacksonville
Tampa Miami Charlotte

"The South's Largest
Refrigeration Supply Jobber"



Series 270 and 272 PENN "Single" temperature or low side pressure controls. Also (not shown) Series 271 and 273 PENN "Dual" Controls which combine in one unit a temperature or low side pressure actuated mechanism and built-in high-pressure safety cut-out.

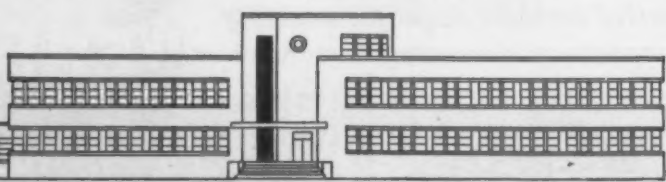
CONTROL POLYPHASE MOTORS WITHOUT LINE STARTERS



Switch to PENN 270

First and only control in the refrigeration and air conditioning fields having a load-carrying two-pole switch, the Penn 270 is adaptable to a wider variety of applications. For example, in hermetically sealed units with polyphase motors of 3 h.p. and under (where protection against single phasing is otherwise provided), the "270" eliminates the need for contactors or line starters. The result is a simple, dependable, lower-cost installation. The Penn 270 can control multiple refrigeration systems. It can control two separate load circuits. And when wired in single phase circuits as a 2-pole switch, it always breaks the "hot" line. For further details, see your wholesaler or write for Bulletin No. 2652 to Penn Electric Switch Co., Goshen, Ind. Export Division: 13 E. 40th St., New York 16, U.S.A. In Canada: Penn Controls Ltd., Toronto, Ont.

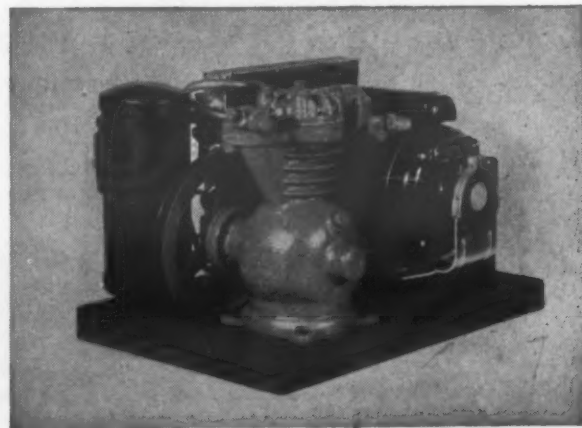
PENN



AUTOMATIC CONTROLS

FOR HEATING, REFRIGERATION, AIR CONDITIONING, ENGINES, PUMPS AND AIR COMPRESSORS

MULTI-COLD Condensing Units



1/2 HP Model W-4	1/4 HP Model S-4
1 3/8".....Bore.....1 1/2"	
1 3/8".....Stroke.....1 3/8"	
Single Pass.....Condenser.....Double Pass	
2 Lb.....Receiver.....3 Lb.	
18 1/2".....Length.....18 1/2"	
13 1/4".....Width.....13 1/4"	
11 1/2".....Height.....11 1/2"	

Ask Your Wholesaler for Prices and Delivery

MULTIPLEX MFG. CO. BERWICK, PA.

Seafood Processors Show Largest Increase Among Packers of Frozen Foods

NEW YORK CITY—According to E. W. Williams, publisher of the third annual Directory of Frozen Food Processors, just out, the number of commercial freezers of fruits, vegetables, seafoods, meats, poultry, and specialties has increased from 737 listed last year to 909 listed in the new 1948 edition.

The biggest increase is shown in seafood packers, 67 more. Twenty-three more meat freezers are listed and there is an increase of 56 packers of fruits and vegetables. There is a smaller increase in poultry packers and 27 more freezers of pre-cooked foods and specialty items. The increase of the total number of packers for 1947 over 1946, however, is not as great as the increase that was shown during 1946 over the year 1945.

The number of freezing sources has jumped from 1,079 in 1946 to 1,289 in 1947. A processor of frozen fruits and vegetables for example may sometimes freeze pre-cooked foods, poultry, or seafoods and this explains the second tabulation of "Freezing Sources." In the first list, which includes the total of packers, these packers are listed under their main classification. In the second table, which gives freezing sources, packers are listed according to the items they freeze.

COMMERCIAL FROZEN FOOD PROCESSORS

(Processors of Frozen Foods Listed By Their Main Classification)

	1946	1947
Fruits & Vegetables....	384	435
Seafood	163	230
Meat	19	42
Poultry	71	75
Cooked Foods & Specialties	100	127
Total	737	909

COMMERCIAL FROZEN FOOD SOURCES

	1946	1947
Fruits	356	375
Vegetables	215	208
Seafood	185	263
Meat	42	71
Poultry	92	112
Citrus Fruits	30	30
Baked Goods	28	64
Cooked Foods & Specialties	131	166
Total	1,079	1,289

Note: In the above table, made up from statistics compiled by the new 1948 Frozen Food Processors Directory, each frozen food packer is credited under the listing for which he packs a product. Thus, while the total number of processors is 909, the number of freezing sources is increased to 1,289 because of additional items reported packed by various processors which are included in the list of 909 processors.

sell the cabinet that's designed to sell MORE FROZEN FOODS



The **GOODSELL MODEL SS8 FROZEN FOOD DISPLAYER** is designed to meet the needs of the independent food merchant.

HERE'S PROOF:

1. REFRIGERATED DISPLAY WINDOW for display of opened up packages. Attracts attention. Stimulates impulse buying.
2. SELF CONTAINED 1/2 H.P. CONDENSING UNIT mounted inside display window, does not take up floor space.
3. SLIDING GLASS LIDS, which may be removed during busy hours. Greater accessibility to food.
4. Goodsell OVERHEAD COILING avoids rapid softening of the top layer of food.
5. LOW OPERATING AND MAINTENANCE COST.
6. 21 CU. FT. CAPACITY—holds 100 average packages of food.
7. CABINET ONLY 58" LONG—requires very small floor area.

Write for descriptive folder

GOODSELL CORPORATION
1820 FLUSHING AVE., BROOKLYN 4, N.Y.
Evergreen 7-4064

Home Freezer Specifications

Frie-Zer (Frie Cooling)

Frie Cooling Co., West Fifth & Marian, Winona, Minn.

Chest or upright type Upright Combination Chest
Model No. D12-TT8 C11-TT3
Separate freezing section? Yes No

DIMENSIONS (In Inches)	Freezer	Refrig.
Interior: Height	59	45
Width	18	16 1/4
Depth	19	20
Exterior: Height	69	34
Width	44	72
Depth	27	28

CAPACITY (In Cu. Ft.)

Freezer compartment	11.7	14
Storage compartment	8.5	14
Manufacturer's recommended number of pounds of product freezing load per 24 hours (maximum)....	50	50

INTERIOR EQUIPMENT

Partitions (No.)	0	0	1
Shelves (No.)	3	6	1
Baskets (No.)	1	0	1

Drawers (No.)	0	1	0
Light	No	Yes	No
INSULATION			
Kind	Fiberglas	Fiberglas	Fiberglas
Thickness: (In Inches)			
Top	4	2	
Sides	4	4	
Bottom	4	6	
Door	4	0	

LIDS OR DOORS

Number	2	2
Lid support	No	Yes

WEIGHT (Lbs.)

Net	400	400
Shipping	455	450
PRICE	\$854.00	\$520.00

REFRIGERATION EQUIPMENT

Cooling medium	Plate	Interior liner	Aluminum
Compressor:		Materials in evaporator	Copper and aluminum
Make	Copelametic or Servel	PROTECTION PLAN	
Sealed or open	Sealed	Warranty	1 year
Location on freezer	Concealed in cabinet	Five-year insurance covering spoilage of food due to mechanical breakdown or power failure.	
Refrigerant	"Freon"	SPECIAL FEATURES	
Make of control	Ranco	The Model D12-TT8 is a combination freezer-refrigerator operating with one unit.	
Condenser: Type	Finned		
Forced or natural convection	Forced		

CONSTRUCTION & FINISH OF

Cabinet	20 gauge CRS finished white baked Dulux
---------------	---

Prove to your prospects that the *Deepfreeze* HOME FREEZER pays for itself

DEEPFREEZE EVALUATOR

Simply, quickly, accurately shows how a Deepfreeze home freezer pays for itself . . . pays cash dividends thereafter

A powerful "sales helper" for Deepfreeze dealers . . . to help you close more sales.

Shows how Deepfreeze owners save through quantity buying, save on transportation, save by avoiding food waste. Gives concise figures on how large those savings are for various income groups, at the end of a month, a year, five years, for most any size food budget. Equip every one of your salesmen with a Deepfreeze Evaluator. See your Deepfreeze distributor for them, or write:

DEEPFREEZE DIVISION • MOTOR PRODUCTS CORPORATION • NORTH CHICAGO, ILLINOIS

A complete range of new models—one for every purse, for every size family.



De Luxe Model C-10
Holds more than 350 pounds of food. Price, delivered and installed—\$449.50



De Luxe Model C-5
Holds more than 168 pounds of food. Price, delivered and installed—\$269.95



Model B-10
Holds more than 350 pounds of food. Price, delivered and installed—\$389.50



Model B-5
Holds more than 168 pounds of food. Price, delivered and installed—\$239.95



Model B-16
Holds more than 560 pounds of food. Price, delivered and installed—\$599.50



Model A-4
Holds more than 125 pounds of food. Price, delivered and installed—\$199.95

Beall

Beall Pipe & Tank Corp.
1945 N. Columbia Blvd., Portland, Ore.

Model No. 22U
Chest or upright type.....Upright
Separate freezing section?.....No

DIMENSIONS (In Inches)

Interior: Height 53
Width 37½
Depth 23½
Exterior: Height 78½
Width 48
Depth 32½

CAPACITY (In Cu. Ft.)

Freezer compartment 22

INTERIOR EQUIPMENT

Shelves (No.) (wire) 4
Light No
Thermometer No

INSULATION

Kind Fiberglas
Thickness (In Inches)
Top 4
Sides 4
Bottom 4
Door 4

DOORS

Number 1 outer, 3 inner

REFRIGERATION EQUIPMENT

Cooling medium.....Suspended evap.

Compressor:

Make Universal & Servel

Sealed or open.....Open

Location on freezer.....Under

Refrigerant "Freon-12"

Make of control.....Ranco pressure switch Type O

Nominal hp. of motor..... ½

Condenser: Type Plate

Forced or natural convection.....Natural

Type of warning device.....None

WEIGHT (Lbs.)

Net 650

Shipping 675

PRICE \$612.00

CONSTRUCTION & FINISH OF

Cabinet Aluminum

Interior liner Aluminum

Material used in evaporator.....Steel

PROTECTION PLAN

Warranty 1 year

Guarantee 1 year

Chapman (Corvallis)

Corvallis Refrigeration, Inc.

Box 229, Corvallis, Ore.

Model No. FR-12

Chest or upright type.....Upright

Separate freezing section?.....No

DIMENSIONS (In Inches)

Interior: Height 51

Width 26

Depth 18

Exterior: Height 63

Width 35

Depth 28

CAPACITY (In Cu. Ft.)

Freezer & storage compartment 12

Manufacturers' recommended

no. of lbs. of product freez-

ing load per 24 hours 50

INTERIOR EQUIPMENT

Shelves (No.) 4

Light No

Thermometer Yes

INSULATION

Kind.....Treated wood fiber (K 0.246)

Thickness (In Inches)

Top 4½

Sides 4½

Bottom 4½

Door 4½

DOORS

Number One

Door latch Concealed

REFRIGERATION EQUIPMENT

Cooling medium.....Plate shelves

Compressor:

Make Tecumseh

Sealed or open Sealed

Location on freezer Bottom

Refrigerant "Freon-12"

Make of control.....Cutler-Hammer

Condenser: Type Finned

Forced or natural convection.....Forced

Type of warning device.....Visible door thermometer

WEIGHT (Lbs.)

Net 325

Shipping 425

PRICE (f.o.b. factory).....\$395.00

CONSTRUCTION & FINISH OF

Cabinet Aluminum

Interior liner Aluminum

Material in evaporator.....Aluminum

PROTECTION PLAN

Warranty.....1 year on cabinet,

5 years on unit

Guarantee Satisfaction

SPECIAL FEATURES

Shelf coils. Insurance.

Chill Chest (Revco)

Revco, Inc., Deerfield, Mich.

Model No. FF-63

Chest or upright type.....Chest

Separate freezing section?.....No

DIMENSIONS (In Inches)

Interior: Height 18½

Width 32

Depth 18

Exterior: Height 36

Width 41

Depth 30

CAPACITY (In Cu. Ft.)

Storage compartment 6.2

Manufacturer's recommended

no. of lbs. of product freez-

ing load per 24 hours.....45 in 70° F.

room or 35 lbs. in 90° F. room

INTERIOR EQUIPMENT

Partitions (No.) 2

Light Yes

Automatic signal system.....Yes

INSULATION

Kind Fiberglas

Thickness: (In Inches)

Top 2½

Sides 4½

Bottom 5

LIDS

Number One

Lid support.....Counterbalanced hinges

Type of lid latch.....Automatic latch

REFRIGERATION EQUIPMENT

Cooling medium.....Aluminum food

liner with aluminum tubes brazed to

4 side walls

Compressor:

Make Tecumseh

Sealed or open Sealed

Location on freezer.....Below food

compartment

Refrigerant "Freon-12"

Make of control.....Ranco

Condenser: Type Finned

Forced or natural convection.....Natural

Type of warning device.....Signal lights

WEIGHT (Lbs.)

Net 245

Shipping 290

PRICE \$269.50

CONSTRUCTION & FINISH OF

Cabinet.....Bonderized steel, baked on

synthetic enamel

Interior liner Aluminum

Material in evaporator.....Extruded

aluminum, brazed to aluminum liner

PROTECTION PLAN

Warranty.....Cabinet proper—1

year against defective workmanship,

materials. Five-year warranty cov-

ering unit

SPECIAL FEATURES

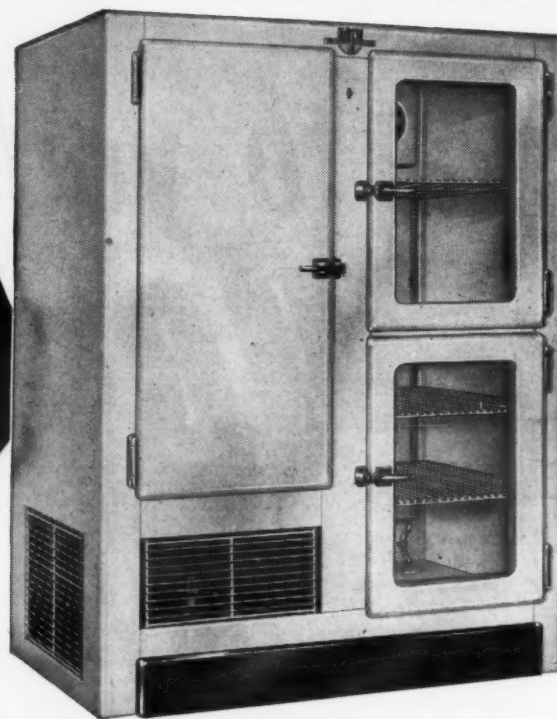
Counter height, warpproof lid and

simple seal adjustment.

THESE ARE WHAT
YOUR CUSTOMERS
WILL NEED IN
1948



25-cu. ft. stainless steel refrigerator,
with or without ice-maker unit.



42-cu. ft. self-contained reach-in refrig-
erator. Also made in 65-cu. ft. capacity.

Yes, your customers know the KOCH name.
Sixty-five years of familiarity has won acceptance
for it. Users of commercial refrigeration equip-
ment know that KOCH equipment will prove
profitable to them, and practical for them.

THINK OF THESE PROSPECTS:

FOOD MARKETS

RESTAURANTS

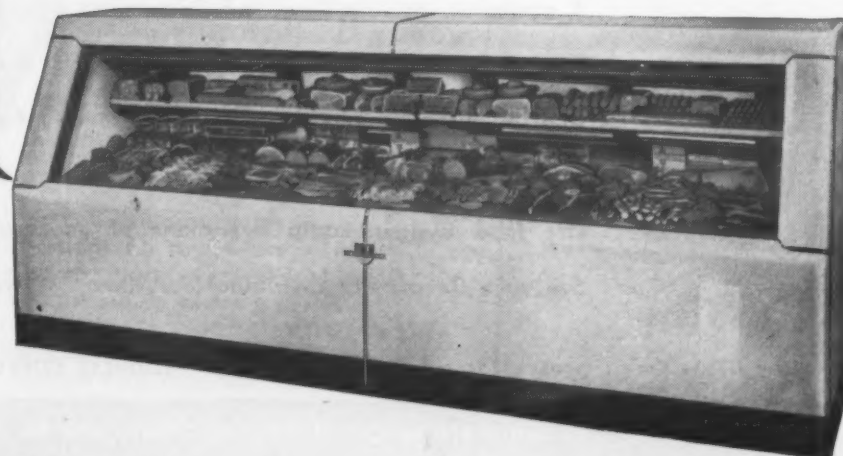
HOTELS

INSTITUTIONS

DAIRIES

TAVERNS

HOSPITALS



10-ft. long double duty
display case. Other Koch
models 6 and 12 ft. long.

Ever since V-J day, KOCH has gradually
been increasing production. Today the
KOCH line includes a wide assortment
of highly salable models. There are won-
derful profit possibilities for refrigeration
dealers who handle KOCH Equipment.

"KOCH IS TOP NOTCH"

KOCH Refrigerators

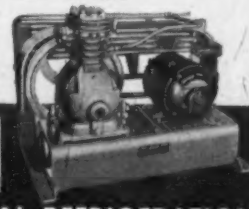
NORTH KANSAS CITY, MISSOURI

SINCE 1883

Write today to find
out how you can get
a KOCH Franchise.

Lipman
AUTOMATIC REFRIGERATION

PIONEERS in the refrigeration field
since 1917 LIPMAN Machines give
dependable service, low cost oper-
ation. Designed for use with
Methyl Chloride, Ammonia, Freon
12. Units are available in sizes
from ¼ thru 40 H.P.



GENERAL REFRIGERATION
MACHINE CO. MILWAUKEE, WIS.

Coolerator

The Coolerator Co., Duluth, Minn.
Chest or upright type.....Chest
Separate freezing section?.....Yes

DIMENSIONS (In Inches)

Interior: Height	25%
Width	61%
Depth	19%
Exterior: Height	38
Width	72
Depth	30%

CAPACITY (In Cu. Ft.)

Freezer compartment	1.82
Storage compartment	13.28
Manufacturer's recommended no. of lbs. of product freez- ing load per 24 hours....Not more than 40 lbs.	

INTERIOR EQUIPMENT

Baskets (No.)	4
Light	No
Thermometer	No

INSULATION

Kind	Pneu-Pro-blown
Thickness: (In Inches)	
Top	4
Sides	5
Bottom	5

LIDS

Number	One
Lid support	Counter balanced
Type of lid handle	Bar

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around (modified)
Compressor:	
Make	Tecumseh
Sealed or open	Sealed
Location on freezer	Left end, bottom
Refrigerant	"F-22"
Make of control	Ranco
Condenser: Type	Finned
Forced or natural convection	Forced
Type of warning device	Thermostat equipped for buzzer system

WEIGHT (Lbs.)

Net	525
Shipping	610

CONSTRUCTION & FINISH OF

Cabinet	Steel, welded, lock sealed, Bonderized, baked white finish
Interior liner	Zinc coated, Bonderized, baked white finish
Material used in evaporator	Copper

PROTECTION PLAN

Warranty	One year, five years on hermetic unit
----------	--

**Freez-All
(Portable Elevator)**

Portable Elevator Mfg. Co.
Bloomington, Ill.
Chest or upright type.....Upright
Model No. 80

DIMENSIONS (In Inches)

Exterior: Height	63
Width	34
Depth	29

CAPACITY (In Cu. Ft.)

Freezer compartment	2
Storage compartment	6%
Manufacturer's recommended no. of lbs. of product freez- ing load per 24 hours....	50-75

INTERIOR EQUIPMENT

Shelves (No.)	1
Drawers (No.)	3

INSULATION

Kind	Fiberglas
Thickness: (In Inches)	
Top	3
Sides	5
Bottom	6
Door	5

DOORS

Number	1
--------	---

REFRIGERATION EQUIPMENT

Cooling medium	Plate
Compressor:	
Make	Tecumseh
Sealed or open	Sealed
Location on freezer	Bottom
Refrigerant	"F-12"
Make of control	White-Rodgers
Condenser: Type	Finned
Forced or natural convection	Forced

WEIGHT (In Lbs.)

Net	510
Shipping	680
PRICE	\$350.00

CONSTRUCTION & FINISH OF

Cabinet	Dulux over zinc coated and Bonderized steel
Interior liner	Same

PROTECTION PLAN

Warranty	One year
Guarantee	One year

Home Freezer Specifications

Percival

C. L. Percival Co., Boone, Iowa
Chest or upright type.....Chest
Separate freezing section?.....No

DIMENSIONS (In Inches)

Interior: Height	24%
Width	48%
Depth	21%
Exterior: Height	32%
Width	57%
Depth	30%

CAPACITY (In Cu. Ft.)

Freezer compartments	14.63
----------------------	-------

INTERIOR EQUIPMENT

Partitions (No.)	3
Thermometer	No

INSULATION

Kind	Armstrong Corkboard
Thickness: (In Inches)	
Top	2%
Sides	4
Bottom	4

LIDS

Number	2
Lid support	Yes
Type of lid latch or handle	Stop hinge

REFRIGERATION EQUIPMENT

Cooling medium	Plate
Compressor:	
Make	Copeland
Sealed or open	Open
Location on freezer	On end
Refrigerant	"Freon"
Make of control	Ranco
Nominal hp. of motor	1/4
Condenser: Type	Plate
Forced or natural convection	Natural
Type of warning device	None

WEIGHT (Lbs.)

Net	710
Shipping	860
PRICE	\$522.00

CONSTRUCTION & FINISH OF

Cabinet	24 gauge galvaneal
Cabinet finish	White enamel
Interior liner	18 gauge aluminum

Material used in evaporator..Copper

PROTECTION PLAN

Guarantee	1 year
-----------	--------

Shurkold (Milk Producers)

Milk Producers Equipment Co.
1443 Chouteau Ave., St. Louis 3, Mo.
Model No. 20-8
Chest or upright type.....Chest
Separate freezing section?.....Yes

DIMENSIONS (In Inches)

Interior: (Not given)	
Exterior: Height	38
Width	84
Depth	27%

CAPACITY (In Cu. Ft.)

Freezer compartment	3.3
Storage compartment	16.7

INTERIOR EQUIPMENT

Partitions (No.)	1
Light	No
Thermometer	No

INSULATION

Kind	Fiberglas
Thickness: (In Inches)	
Top	4
Sides	4
Bottom	5

LIDS

Number	3
Lid support	Yes

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around
Compressor:	
Make	Varies
Sealed or open	Open
Location on freezer	Under freezer compartment
Refrigerant	"Freon"
Make of control	Varies
Nominal hp. of motor	1/4
Condenser: Type	Not given

WEIGHT (Lbs.)

Net	625
Shipping	650
PRICE	\$525.00

CONSTRUCTION & FINISH OF

Cabinet	Baked enamel on aluminum
Interior liner	Baked enamel on galvanized

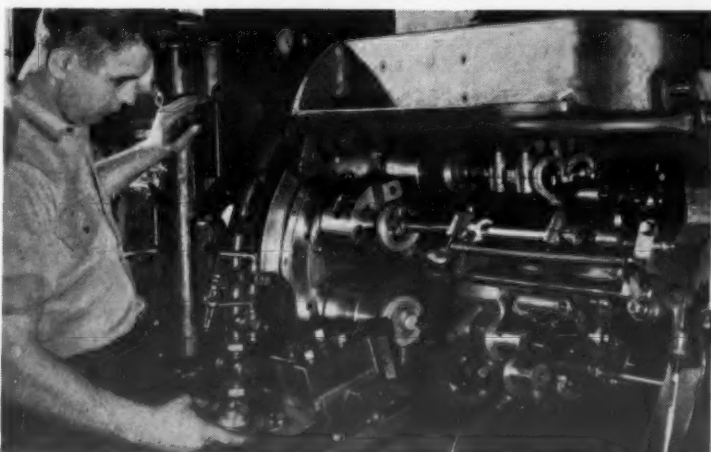
PROTECTION PLAN

Guarantee	1 year
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Freezing Facts by Super

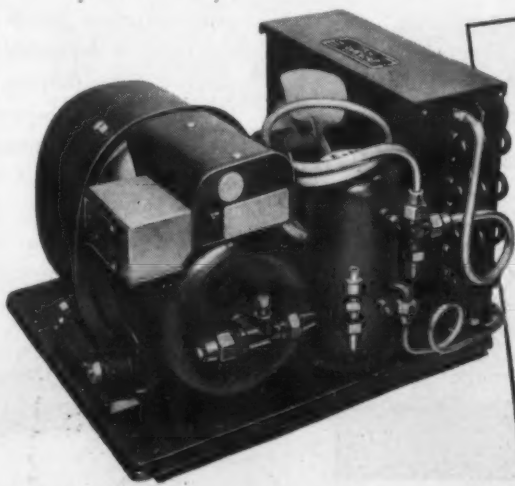
Sidelights on Si-mul-ta-ne-i-ty

The best known example of simultaneity (doing many things at once) probably is the one-man band. Some of these ingenious gents can play six instruments at once—blow a harmonica, strum a guitar, pound away at a variety of rhythm instruments, and blurt out with bicycle horns, too. For relaxation we hear, they juggle double-edged razor blades.



Another fine example is found in the high-speed, completely automatic chucking machine used during the manufacture of Servel Supermetics. This precision machine simultaneously performs six separate roughing operations on six identical parts... certainly a top-notch sample of simultaneity.

Simultaneous machining—along with hundreds of other high-speed precision operations—helps make each Servel Supermetic a dependable, longer-lasting condensing unit. These units are made in all types and sizes for applications up to 5 H.P. Send for free copy of "Servel Supermetic." Address Servel, Inc., Division ER, Evansville 20, Indiana.



Servel's new "Supermetic" condensing units will serve dealers and fixture manufacturers in every vital field:

1. Store Fixtures
2. Milk Coolers
3. Home Lockers
4. Beverage Coolers
5. Vending Machines
6. Room Coolers
7. Farm Freezers
8. Water Coolers
9. Industrial Cooling
10. Vehicle Refrigeration

Servel
SUPERMETIC

In Just 2 Days 38 Freezers Were Sold by Small-City Dealer After Announcement

By C. Dale Mericle

OWOSSO, Mich.—Thirty-eight (38) home freezers sold in two days; 120 in three weeks; 187 in four months.

Any way you want to add it up, that's an enviable record for an appliance dealer, particularly one in this small city of 15,000 with an overall trading area of some 25,000.

The cast of characters in this dramatic event included the Arthur Ward Co. as the dealer, the Kelvinator 6-cu. ft. model as the freezer, and 182 people—mostly farmers—as the customers.

Comparing the total sales (187) with total customers (182), you'll note that some people bought more than one freezer. As a matter of fact, there were five such dual purchases.

Four of these were farmers. They explained that they wanted to keep

one freezer right handy in the kitchen or utility room and have the second one in the basement. Also, one of them said that he might use one for vegetables, the second for meat.

The fifth buyer of two freezers operates a turkey ranch some eight miles out of town, and most of his orders, he explains, run two or three frozen turkeys every day. Two 6-ft. freezers work out swell for him.

A fair number of freezers have also been sold to small grocery stores who use them for frozen food storage and sales.

Getting back to the main story, however, Carl Wietzke, co-partner and manager of the appliance and hardware department of the Arthur Ward Co., recalls the record-breaking sales of last November as follows:

"We had arranged for a shipment

Dealer's Ad Pulls 120 Freezer Sales In 3 Weeks

LOOK AT THE NAME!
LOOK AT THE SIZE!
LOOK AT THE PRICE!

IT'S THE NEW
Kelvinator
BIG 6 CU. FT. HOME FREEZER \$199.50

FREEZER AND STOVE \$110.00!
SAVE DEPENDABLE COOL!
AND LOOK AT THESE OUTSTANDING FEATURES...

NOW AVAILABLE AT
The ARTHUR WARD CO.



The large advertisement at the left which the Arthur Ward Co. ran in the local Owosso, Mich., newspaper a few months ago resulted in the immediate sale of 38 home freezers in two days. Within three weeks 120 had been sold, including some to small grocery stores like the above where clerk Jeanne Nechvil is getting frozen foods for a customer. The price in the advertisement, incidentally, has since been increased.

PERSONALIZED SERVICE

CHASE

CONVENIENT ONE-STOP SERVICE

CHICAGO'S OLDEST SUPPLY HOUSE

REFRIGERATION SUPPLY CO.
546-48 W. 119th STREET • CHICAGO 28, ILL.

of 25 Kelvinator freezers from the distributor, which we planned to put on sale on a Friday morning.

"Then, we took a big advertisement, about two-thirds of a page, in the local paper which appeared on Wednesday night. The heading of the advertisement read:

"Look at the name! Look at the size! Look at the price! It's the new Kelvinator big 6 cu. ft. Home Freezer... \$199.50."

(That price, incidentally, has been

advanced since the original announcement.)

"We had our show window filled with freezers, and by Saturday night we had not only sold out the 25 freezers we had in stock but had taken orders for 13 more," said Wietzke.

"So, Kelvinator arranged to send us 25 more immediately, and at the end of three weeks we had sold 120 freezers altogether. Since then things have slowed down quite a bit, but our total freezer sales for the past four months now stands at 187. And we only ran one advertisement."

In trying to explain that sales record, Wietzke modestly lists several contributing factors.

"The time was just ripe," he declares. "The farmers had all their crops in and were preparing to start slaughtering meat for their own use. And at that time there was something of a scare as to food shortages this spring and summer."

"Another thing was that a lot of people were impressed by the make of the freezer. They said they liked the Kelvinator line. And a lot of them like to deal with our store."

The Arthur Ward Co. has built up a good reputation through the years, according to Wietzke.

"We've been in business here for nearly 40 years, and we've handled the Kelvinator line for more than 20. The names mean a lot. We get a great deal of repeat business, too."

Located at the main intersection of town, the outlet consists of a four-story furniture store and a fairly large appliance and hardware department in a building across the alley.

"We have tried to build up a good reputation in our business, and we now find that the sons and daughters of families that purchased furniture from us years ago come in to buy furniture and appliances for their own homes," Wietzke said.

Another thing that adds to the store's reputation is that it has its own appliance service department, commented Wietzke.

"One man handles this work, and our customers know that we'll back up what we sell. Our servicing has helped us a lot, especially in the war years."

Word-of-mouth advertising such as implied in the store's good reputation is by no means the only advertising the store uses, and although that freezer advertisement was a "one-shot" proposition, the store does use newspaper and radio advertising consistently.

The radio program runs for a half hour from 11 to 11:30 a.m. on Mondays, Wednesdays, and Fridays over the local station and is aimed at the farmers.

Farmers make up a good percentage of the firm's customers, Wietzke explained. For example, 75% of the freezers have gone to farmers, and they've been big buyers of other appliances.

"We've sold more electric water heaters and ranges to farmers than to city people, and these sales are almost always for cash. Farmers are the best shoppers we have today."

Products have to be thoroughly explained to farmers if the sale is to be made, but, says Wietzke:

(Concluded on next page)

Revco CHILL CHEST

has what you need FOR PROFIT

More Features Housewives Want

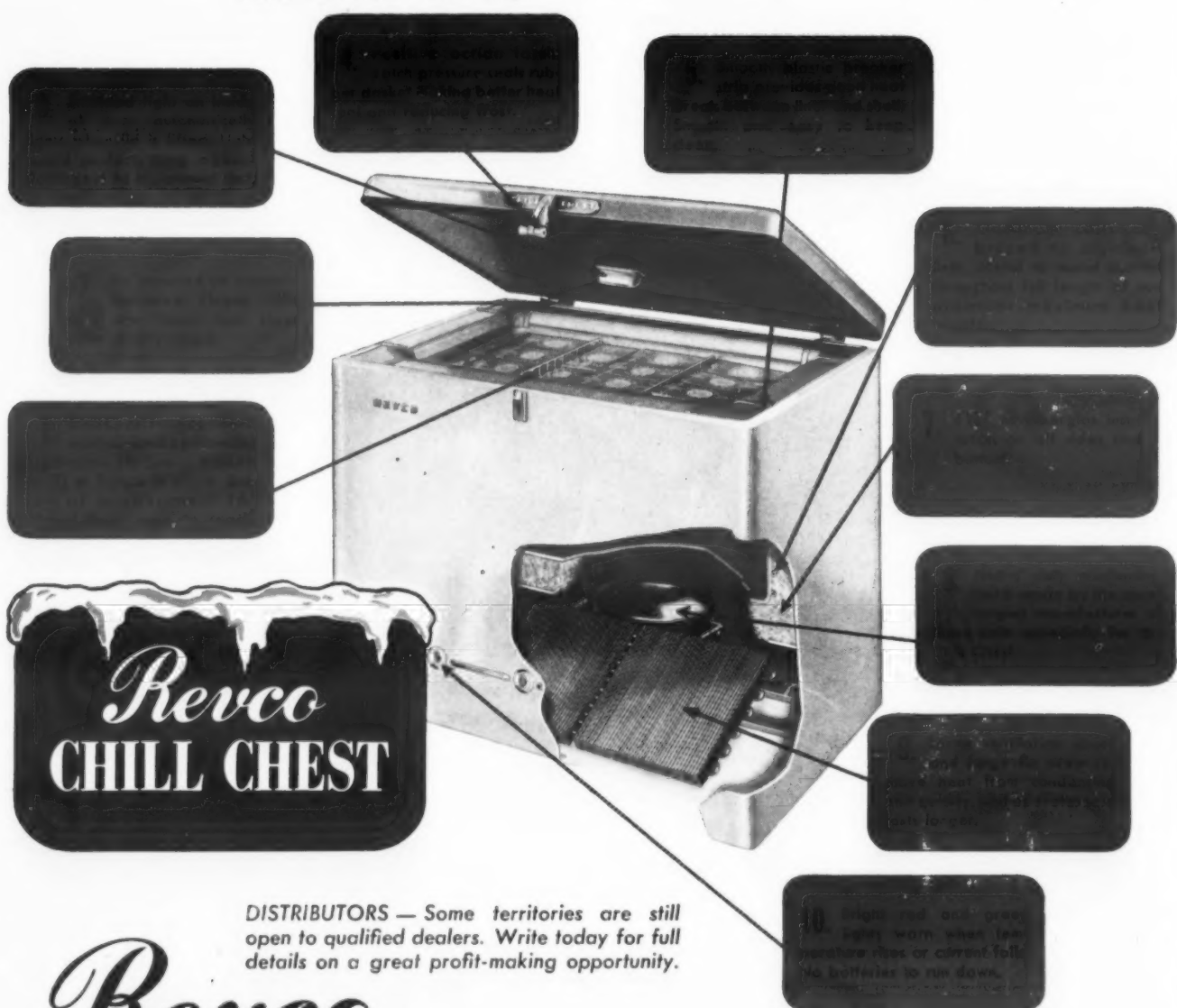
Every Chill Chest Feature... automatic interior light... movable separators... full opening lid... flat, counter high top... and all the rest... was included to satisfy a specific housewife preference.

Better Engineering, Better Construction

The Revco Chill Chest is built along heavy duty commercial lines with plenty of insulation, generous air space for the condensing unit, high powered hermetic compressor and a multitude of other engineering features that mean long, trouble-free service.

No Service Worries

Of all Revco Chill Chests built and sold to date, less than 3/10 of 1% have been returned for service. Few freezers can touch this record. In actual operating tests, Revco Chill Chests continued to operate after other freezers had burned out from overloading.



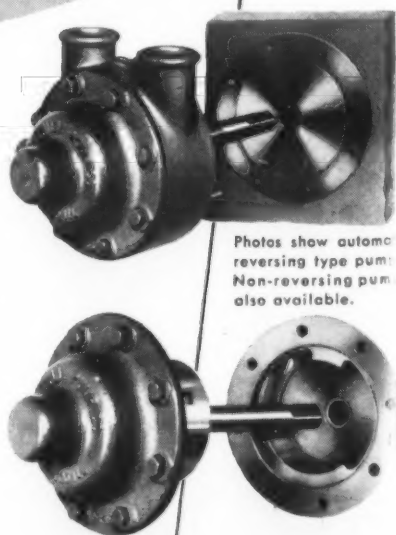
DISTRIBUTORS—Some territories are still open to qualified dealers. Write today for full details on a great profit-making opportunity.

Revco INC. DEERFIELD, MICHIGAN

Also makers of Revco Automatic Ice Cream Vending Machines and other low temperature refrigeration products.

BUILD PRESSURE LUBRICATION INTO YOUR EQUIPMENT WITH TUTHILL Stripped PUMPS

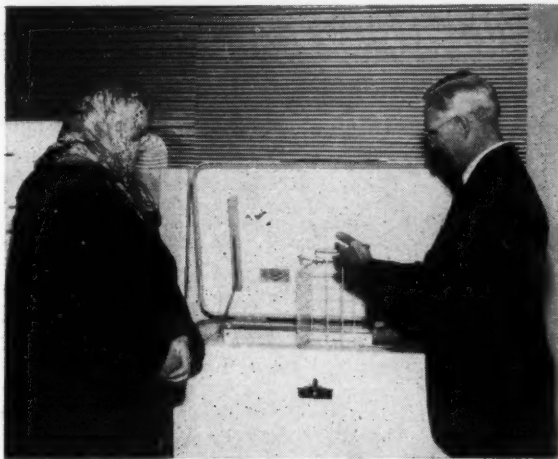
You can save space, material and money by incorporating the lubrication pump into the design of your equipment. Tuthill provides two types of dependable stripped pumps for this purpose. One is furnished without mounting bracket; the other, with pumping elements only. Capacities range from 1 to 50 g.p.m. There are sizes and types to meet your pressure lubrication requirements. Write for Tuthill Stripped Pump bulletin.



Photos show automatic reversing type pump. Non-reversing pump also available.

TUTHILL PUMP COMPANY 939 East 95th St. • Chicago 19, Ill.

Farm Wives Get the Full Story on Freezers



Farmers accounted for 75% of the record home freezer sales made by the Arthur Ward Co., and it's such thorough demonstrations as Mrs. Harry Brandt is receiving from Carl Wietzke, who manages the Ward appliance department, that made this record possible.

Farm Prospects--

(Concluded from preceding page)

"Once he's sold on a product, you can't keep the farmer from buying it."

The farming area around Owosso is also a pretty good one, he believes.

"Most of the farms are worked by their owners. There's very little rent farming around here, and that makes a big difference in our sales. Most of the farms run 60 to 80 acres, though there are a few up in the 300-acre class."

And what with the prosperity that farmers have enjoyed in recent years, Wietzke remarks:

"You'd be surprised how much farmers are fixing up their kitchens these days."

Artkraft Re-elects All Officers & Directors

LIMA, Ohio—All directors and officers of Artkraft Mfg. Corp. were re-elected at the annual meeting of stockholders held in the company's offices here on April 6, Morton L. Clark, president and treasurer, has announced.

In addition to Clark, the re-elected directors and their offices are: R. R. Trubey, chairman of the board; A. R. Grierson, vice president in charge of manufacturing; R. H. Money, vice president in charge of engineering; and George J. Madill, vice president and works manager.

Harold Moseley was elected as a new member to the board and given the post of vice president and assistant treasurer.

Attorney Melvin C. Light was elected secretary and Alice Bishop, assistant secretary.

Clark reported that the company in 1947 nearly doubled its volume of business over 1946. He found a continuing high demand for all company products including such recently introduced items as the Bev-Cooler, a bottle cooler for soft drink merchants, and the Lowboy, an apartment-sized refrigerator with stainless steel work top.

The year 1947 also marked the initial dividend paid on Artkraft common stock, Clark declared.

Wild Game Proves Profitable for Locker Operator Despite Its Unusual Problems

CASPER, Wyo. — Handling wild game in a freezer locker plant poses some unusual problems but the business is profitable and interesting, according to R. L. Leferink, proprietor of the Frozen Food Lockers here. The plant was expanded last year and approximately half of the 1,300 lockers were used for wild game during the 1947 fall season, including elk, deer, moose, bear, antelope, and mountain sheep.

The plant shipped wild game to Hawaii and a number of states as far away as New York, California, and Pennsylvania, and during the hunting season kept 14 persons, including Leferink, busy. These included the office manager and a clerk; L. V. Thompson, manager of the processing department; four butchers, two locker room men and four women who serve as part-time wrappers.

One of the toughest problems to confront Leferink was in the shipping

of an antelope to Washington, D. C. Eviscerated but with head, hide, and feet intact, the animal presented a problem in refrigeration. He solved it by using a "church box" shipping case and packing the antelope in both snow ice and dry ice.

In addition to handling over 1,000 big game animals in the past several months, the Casper plant is doing a thriving business in storage of fruits, vegetables, and domestic meats for Casperites and ranchers of the area. A number of the latter rent two or three over-size lockers and store one or more steers per ranch in addition to wild game.

Most popular among the vegetables stored, according to Leferink, are peas, green beans, and corn, in that order. Peaches and strawberries lead the fruit storage. The new plastic wrapping is gaining in popularity for meats, but many customers say that they still prefer paper, he reports.

Market Starts School On Self-Serve Meat

NAPA, Calif. — The problems of refrigeration as applied to self-service meat merchandising will be the chief topic of a new "Self-Service Meat School," which opened here April 5. The class is scheduled to run for four weeks.

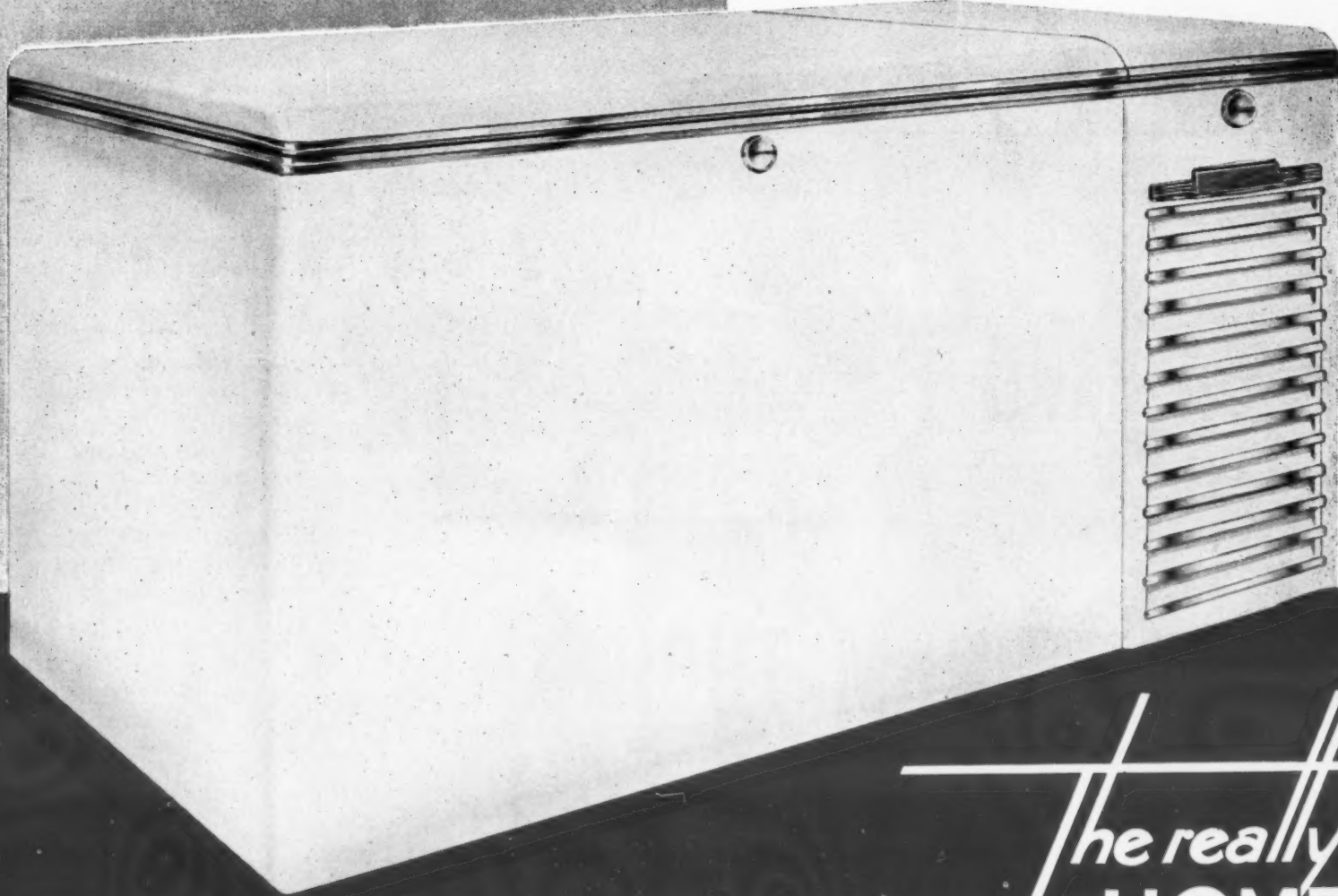
The "Self-Service Meat School" has been developed by J. W. Dickie, proprietor of the Pikit-n-Pay Supermarket in the Napa area. Dickie, who developed some of the packaging and self-service meat processing operations which have become standard throughout the country, is generally credited with being the foremost retailer in the country of self-service meats.

He has set up instruction courses at his Lierman Market, which will cover all angles of cutting, wrapping, displaying, and refrigeration control under actual merchandising conditions.

Only 20 students will be permitted to go through each class, Dickie has announced.

Realfreeze
ALL THE NAME IMPLIES
Reg. U. S. Pat. Off.

THE ARISTOCRAT
OF HOME FREEZERS



Realfreeze, the mark of scientific "kitcheneering", is bonderized and finished in baked gleaming white enamel. No other home freezer has all the features of Realfreeze.

Insulation

is the HEART of any home freezer. That is why Realfreeze is insulated completely with gas-blown plastic, far superior to rockwool, mineral wool, spun glass, cork or other materials. There is no wasted space in Realfreeze, the entire capacity is freezing area. Write for our free brochure listing all the superior features of Realfreeze. Certain protected franchises are still available. Dealer inquiries are invited.

WENTINK & COMPANY
GRAND RAPIDS, MICHIGAN.

The really new
**HOME
FREEZER**
bringing you
**TOMORROW'S
FEATURES**
Today

Again
in '48
WE REPEAT THIS OFFER

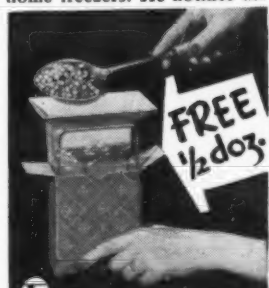
**\$7.50
BONUS**

Make Over 46% Profit

On Initial Order of CARTON FILLERS

Order 4 dozen from distributor handling packaging materials for home freezers. He notifies us. We send you 1/2 dozen with your first order. Plus advertising material. Specify name of carton you are handling.

CARTON FILLERS save time, prevent torn liners, keep liners dry for sealing and assure uniformly filled packages.



JEWETT ASSOCIATES
1053 MAIN ST., BUFFALO, N. Y.

They'll Do It Every Time By Jimmy Hatlo



Do You Have 'One Foot In the Door'?

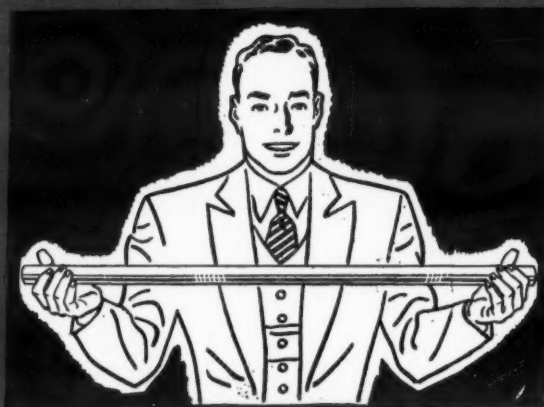
A FOOT



becomes

A YARD

when you use



ALCOA ALUMINUM TUBING

Size for size, you get three times as many feet in a pound of Alcoa Aluminum Tubing as you do in copper. Aluminum's lighter weight is, of course, the reason.

So, when you figure tubing prices in feet instead of in pounds, savings run as high as 40 per cent when you use Alcoa Aluminum. That can mean thousands of dollars a year to even a medium sized user of tubing.

Low price isn't the only advantage. Alcoa Aluminum Tubing has good resistance to corrosion. It is safe to use with practically all commercial refrigerants. Although strong to resist vibration, it is easy to bend into coils.

If you are not already using aluminum, take a look at your tubing costs. See what you're paying and how much you can save by going to Alcoa Aluminum Tubing. Our nearest sales office can answer any questions about it. Or write ALUMINUM COMPANY OF AMERICA, 1975 Gulf Building, Pittsburgh 19, Pennsylvania.



ALCOA FIRST IN ALUMINUM



AN INTERNATIONAL INSTITUTION • SUBSCRIBERS ALL OVER THE WORLD

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registered
U. S. Patent
Office:
Est. 1926



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'If I Were A Dealer'

(Concluded from Page 1)

If I were a dealer in Freezers I would keep in operation every cabinet in my display.

I would keep a thermometer in each one for people get a genuine thrill in seeing a thermometer that reads zero or below.

I would put large, prominent price tags on every freezer in my display window and on my display floor. Most people think Freezers cost much more than is actually the case.

I would put cards on the Freezers in my window and in my store showing approximately how much it will cost to operate each one at the local electric rate. Freezers are new and most people have no idea whether it costs much or little, but they will not ever become too interested until they get the information somewhere, somehow.

If I were a dealer I would keep some Frozen Foods in every freezer on my display floor, and I would have each as nearly half full as possible. There would be dates on each package stating when it was put in. Those foods would represent many kinds and varieties, including fruits, berries, vegetables, meats, ice cream, bread, cakes, and butter. Every article in each freezer would be an automatic starter for a sales talk when I am demonstrating to a prospect.

I would go to a local locker plant and to the local grocer selling Frozen Food and really get a display with plenty of variety. One can never know what particular characteristic of Frozen Food will appeal to any given prospect. As the packages got torn or became dirty, I would take that food home for use and replace it with fresh packages.

If I were a dealer I would have a serving section in one freezer at least. In that serving section I would keep frozen lollipops, ice cream cones, and some good dry type of cake, like angel food. That would be a serving section for youngsters who accompanied their parents into my store and it would be for their parents, too. For while they stood and ate my ice cream and cake, I would have all the opening needed to get into the subject of owning a freezer, what they could do with it and so on. The grownups might refuse my refreshments, but the youngsters would not, and in either case I have the opening needed to get into the subject of freezers.

If I were really trying to be a leading dealer in freezers, I would have on my sales staff a combination sales woman and home economist.

She might not be a trained person to start, but if the right kind of person is picked, she would acquire training quickly through the facilities of local distributors, the local power company, and perhaps attendance at a short course in Home Economics at some local school or university.

Such a person would not be expensive if started in that way, and she should be self-supporting from the sales she makes and the leads she turns in. She would make immediate calls on each new freezer owner I sold to help that owner get started, and it would be her job to learn the names of the acquaintances, neighbors, and friends of my new owner, friends that had seen it and expressed interest and the hope to own one.

That woman salesman-home economist would help me put on the frozen foods luncheons for clubs—and would also do my store and window demonstrations of packing, wrapping, freezing, and cooking frozen foods.

If I were a dealer, I would try to clean up the confusions in many peoples' minds just now as to why they should buy a freezer when many of the present model kitchen refrigerators have frozen food compartments.

If I were a dealer I would realize freezers are the kind of product that makes an ideal gift for birthdays, anniversaries, and Christmas. It is still just enough off the beaten track of a common, every day product that it has an ideal gift flavor. Maybe you have a friend who is a life insurance agent. They are the people who really know about folks' birthdays so you might get a list made up that way.

If I were a dealer I would sell my own brand or brands of freezers and sell them hard as being the very best. But my emphasis generally would be on and around the romance and magic of frozen foods as a whole.

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(53.7 cu. in. of
Silica Gel)

**STOPS
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DIRT, SCALE**

(Traps impurities
as small as
5 microns)

**LESS
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**RE-
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Here's an extra guarantee against major service troubles often due to moisture, sludge, dirt, scale, solder and other impurities in your system. With a TRAP-DRI in the line these results are removed quickly and positively. The honey-comb filter element, featuring a exclusive "DEPTH FILTRATION" principle of action, removes dirt or particles as small as 5 microns in size without appreciable pressure drop. And the adequate charge of Silica Gel (53.7 cu. in.) stops far more moisture than other drying agents. This means superior "100% protection" on any system within the rated capacity of the TRAP-DRI.

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Install TRAP-DRI ahead of any expansion valve or solenoid and you'll be assured of improved valve action and system efficiency. Large capacity models (rated 5 tons) are available with 1/2" male flare (410-DS-4) or 3/4" sweat connection (410-DS-5). Easily connected to 1/2", 3/4", 1" or 1 1/2" tubing — for wide adaptability. Other models for systems up to 1-ton capacity.

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590,200 Quarts of Fruits, Vegetables, and Meats Were Frozen by Wyoming Homemakers During 1947

LARAMIE, Wyo.—Sharp freezing of home-preserved fruits, vegetables, and meats showed a sharp upturn in Wyoming last year, with more than one third of the 1,500,000 quarts preserved being frozen instead of canned, it was reported by Mrs. Evangeline J. Smith of Wyoming Agricultural Extension Service.

She said that in 1947 approximately 1,516,405 quarts of fruits, vegetables,

and meats were put up by 5,000 Wyoming families in a statewide food preservation program.

Of the grand total, 590,200 quarts were preserved by freezing, representing an increase in freezing over canning of 419,064 quarts in 1947 over 1946. Frozen last year were 50,935 quarts of fruit, 69,804 quarts of vegetables, and 469,461 quarts of meat.

Kassing Named G-E Appliance Representative on East Coast

PHILADELPHIA—Ralph Kassing has been appointed a General Electric appliance representative in the Atlantic district, it has been announced by H. T. Hulett, district manager of appliance sales.

Kassing, who becomes representative for heaters, heating pads, heat lamps, sunlamps, footwarmers, and clocks, will cover the Washington territory. He was formerly a district sales manager for the Mansfield Metal Vault Co.

GI's, Inc., Veteran-Operated Firm, Ships 5,000 lbs. Of Frozen Lobster Daily to 6 States In Midwest

PORTLAND, Me.—A little over a year ago a group of local veterans pooled their resources, raised \$10,000, and set up a new firm to ship frozen lobsters across country. Today they're glad they did.

For in the past several months the new business has grown to where it turns out 5,000 lbs. of frozen lobster daily for shipment to a string of distributors in lobster-hungry Illinois,

Missouri, Montana, Nebraska, New Mexico, and Wyoming. Even three fancy groceries in New York City buy from the vets, whose firm has taken the name GI's, Inc.

Promotion is conducted mainly through direct-mail advertising which informs prospective customers that a one-lb. box of two lobsters can be purchased for \$2.29—a price below that of many competitors, they say.

Mr. Dealer!

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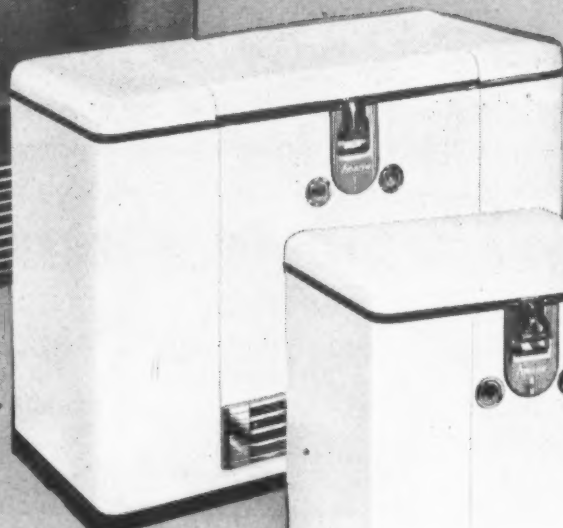
• MODEL 2005 "Walk-In" Freezer-Cooler—134 cu. ft. capacity.



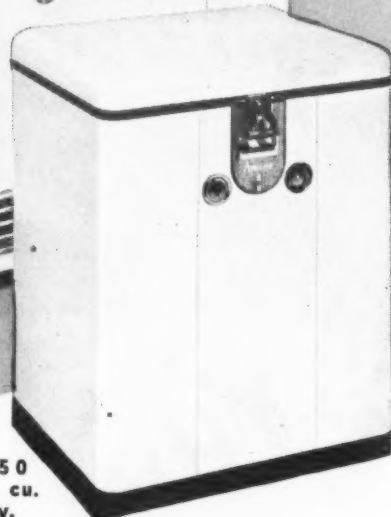
• MODEL 30RS Freezer—30 cu. ft. capacity.



• MODEL 25S Freezer—25 cu. ft. capacity.



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A Model for every size Family, Hospitals, Hotels, Institutions, Restaurants, etc.

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**Big Horn Co., Food Processor,
Installs Larger Equipment**

CHEYENNE, Wyo.—The Big Horn Canning Co. of Cowley, Wyo., which has installed equipment making it one of the largest processors of frozen foods in the Rocky Mountain area, has incorporated in Wyoming with \$250,000 capitalization. It was originally incorporated in Utah. Directors of the company are Ernest J. Gopfert, Robert L. Peterson, Reynold H. Peterson, Grant Taggart, and James Q. Leavitt.

Unit Produces 'Assembly Line' Frozen Food

SAN JOSE, Calif.—Fifty to 90 packages a minute of frozen foods can be turned out by an automatic commercial pack type freezer machine which the Food Machinery Corp. here has recently developed.

The company believes it has in this machine the answer to the problem of turning out frozen foods in a continuous production-line manner, and has installed the first model in the Santa Clara, Calif. plant of Pic Sweet Food, Inc.

Packages are fed into the machine through a snug aluminum sleeve which holds the refrigerant in its hollow walls. There is contact between package and sleeve on three sides, the sleeve being as low as -50° F. to assure 0° F. at the center of the package when it leaves the freezer.

Packages used are slightly thinner than conventional commercially frozen foods, but the food content of the package is the same. Purpose of

cutting down the size of the package is to eliminate dead air space inside the box which interferes with heat transfer.

Change in the package size brings also a slight saving in cost of the fiber-board used. This amounts to as much as \$5.90 per ton of product frozen.

The automatic freezer will be leased, not sold, to frozen food processors, the Food Machinery company announced.

**Growth of Locker Plants May
Ease Law on Preserving Game**

PHOENIX, Ariz.—Thanks to the growth of frozen food locker plants, the Arizona Game and Fish commission recently decided to consider revising a state law that forbids sportsmen from keeping the meat of game animals for more than 60 days after the close of the hunting or fishing season.

Commission members were said to agree that the law must be changed.

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Educate Retailers In Proper Handling Of Frozen Foods, Packers Are Advised

CHICAGO—"One of the largest problems which remains to be accomplished by the frozen food packers is that of educating the retailers in the proper methods of handling frozen packaged foods."

So J. M. Lemon, chief of the technological section, division of commercial fisheries, Fish and Wildlife Service, U. S. Department of the Interior, advised the recent National Frozen Food Industry Convention here. He suggested that this education should also be extended to consumers.

An educational campaign directed to retailers was also proposed by J. E. Hall, manager of production, Pictsweet Foods, Inc., in another talk at the convention.

(Similar sentiments were expressed by other speakers.)

"In many instances the retail handling given to frozen products of all

kinds does not tend to improve the quality," Lemon declared. "Many of the storage cabinets are inadequate and permit a partial defrosting of the packages."

"Even though most frozen food packages are clearly marked, indicating that they are not to be defrosted until they are to be used, they are allowed to become soft in the store during the day, and re-frozen at night, and while this may not damage the food permanently, it certainly does not add to the quality."

Lemon urged the retailer-consumer education program in a talk on technological problems of preparing frozen package fish. Among other things, he also stressed the importance of the proper type wrapping materials.

Proper Packaging Vital

"These can cause serious losses in storage, in both the quality of the product and a direct loss of weight to the producer," he pointed out. "This applies to all frozen packaged products whether they are fish, meat, poultry, vegetables, or fruit."

"If one ton of product is placed in a cold storage warehouse and loses even as little as 1% weight in the form of moisture, the producer has lost the profit of 20 lbs. in the final transaction when it is retailed. . . .

"In our own laboratories we have found that latex bags, pliofilm, cellophane, and glass jars rate very high as preventives of dehydration over long periods of storage."

Discussing problems of freezing, Lemon noted that over a period of years, the idea of freezing at as low a temperature as possible has been the prevailing one.

"It was thought that this developed small crystals of ice within the cell walls and as a result losses of cell liquor was held at a minimum when the food was defrosted preparatory to cooking. This loss of liquor was known as 'drip' and is particularly serious in the case of fish."

"Later, various observers noticed that the 'drip' had a tendency to increase in proportion to the length of time the product was held in cold storage. The effect of these observations have led to the development of the idea that there is a relation between enzyme action and 'drip' regardless of the rate of the original freezing."

"The theoretical relation between rate of freezing, length of storage time, and quantity of 'drip' is now recognized. A recent paper indicates, however, that there may have been too much emphasis placed on the rate of freezing in the past. This is a problem which deserves considerable more study and investigation, and if possible, a real definition of the term 'quick-freeze' should be evolved."

"The idea of enzymatic action causing an increase in the 'drip' in frozen products comes from the fact that enzymes remain active even at very low temperatures. Physical chemists have long recognized this and have evolved a definite formula for the rate of this action at low temperatures."

"It is expressed as doubling for every 10 degree rise in temperature, and is employed in estimating the storage life of frozen food products. For example: a food product which will remain in a marketable condition in storage for six months at 0° will be in good condition only three months at 10°."

"The blanching of fruits and vegetables inactivates the enzymes in those products and as a result you are able to store them over a considerable period. Fish, meat, and poultry are among those which have not as yet been successfully treated so as to inactivate the enzymes and as a result are likely to become unsalable, if held too long in storage even at low temperatures."

Lemon then turned to a discussion of the problems of warehousing storage and transportation. The problems of the former are very nearly parallel in all types of food, he said.

"Probably the losses incurred by dehydration or 'freezer burn' are the

most serious for all packers," he stated. "This can be corrected by proper packaging and by equipping the warehouses with mechanical means of holding the air at the moisture vapor saturation point at all times. When this is the practice, the air of the storage room cannot take moisture from the products as it is at the saturation point."

"Proper packaging consists of using materials that are impervious to the transfer of moisture vapor, properly sealing the packages and filling them completely. . . .

"Only those materials which have a highly efficient moisture vapor-proof quality should be selected. Those materials which are prepared so as to be easily 'heat sealed' are usually the most efficient at retaining the moisture. The heat sealing should be done carefully, so that no wrinkles develop and thus make a passage way for the loss of moisture."

"Filling the package completely displaces the air and thus removes one of the elements most likely to cause trouble, oxygen. Also, a container with air space inside causes loss of moisture through the transfer of moisture from the product with a resultant deposit of frost crystals inside of the container."

Transportation Serious

Transportation of all frozen food products has been a serious problem from the beginning of the industry, Lemon continued.

"Refrigerator cars and trucks built to hold an even low temperature from one section of the country to another have yet to make their appearance, although rapid progress is being made in this direction," he asserted.

"If the bunkers of the average refrigerator car are kept well filled with ice and 30% salt, the temperature will probably stay at about 10° on a long trip. If the car was not pre-cooled before loading, iced at only irregular intervals during transit with little or no salt added, it is probable that at least a portion of the product in the car will defrost and possibly spoil before it reaches its destination."

"Recently, those interested in research in the field of freezing and handling frozen foods were asked how much real damage a change of a few degrees in the temperature of a car really made in the final quality of the products. The question was not answered."

"Apparently the arbitrary designation of 0° F. or below as a safe temperature to hold frozen foods was adapted as a safety measure. A packer of food products can be reasonably sure that his product will remain in prime condition at that temperature whether it is of vegetable or animal origin. It might be well worth while to undertake some study of slight variations in the tem-

(Concluded on next page)

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Constant Service, Whether Needed or Not, Assures Customer Satisfaction with Freezer

STATE COLLEGE, Pa.—One small town dealer's experiences in selling home and farm freezers, revealing both his own and his customers' attitude toward this new product, were recounted at the third annual frozen foods conference sponsored by Pennsylvania State College here.

The dealer, L. H. Brubacker of Lancaster, Pa., told the conference that, in his opinion, the most important aspects of merchandising freezers are to back up every sale with constant service, even when that service is unwarranted, and to continually check back on the customer in order to assure satisfaction.

"In our experience," he stated, "we never had a customer who, to our knowledge, had to put his food in the locker because of lack of service on his freezer."

As a protection to himself and to his customers, Brubacker said, he is quite particular whose product he handles. "To interest us," he elaborated, "the manufacturers must have a good warranty policy and past experience in the industry that gives them the know how."

Citing an example of what happens when freezers are not backed up with service, Brubacker related, "We had a customer who bought a freezer during the war with a sealed unit. It became inoperative so he contacted his dealer. The dealer informed him he had no replacement, but he could

send the unit back to the factory to have it repaired.

"The customer was told the manufacturer is out west somewhere and it may go weeks before it is returned. The customer put his food in a locker plant and came to us and asked if we would trade his unit in on a larger one and one which he learned he could get service on."

Consumers Make Mistakes

"Another mistake made so often by the consumer," Brubacker continued, "is that he buys his freezer too small. In many instances, the dealer did not properly inform the customer, who is without experience, what size he should have for adequate storage."

"Our experience is that if one can get the customer to buy 10 cu. ft. per person, it is usually sufficient unless he freezes an unusually large lot of meats and vegetables."

"In our efforts along this line we have sold many large units from 22 cu. ft. to 30 and 44 cu. ft., several 60's and a couple 90's."

Food spoilage in freezers is usually the result of the user's lack of knowledge about his freezer, Brubacker indicated. He cited a few examples.

"A neighbor of ours has a freezer chest he bought during the war. Even though he had never had it warm up, he found several packages of vegetables in the bottom that were spoiled and musty. I could not give a reason for this unless they were spoiled because of lack of air circulation."

"Another experience . . . was a party called in the manufacturer representative to see why his meat did not keep in the freezer. His freezer never warmed up and upon inquiry it was learned that the customer killed the animal, cut and wrapped the meat before the animal heat was out of it."

"Then he put it in the freezer at once—all he could—but some of it waited two or three days before it got into the freezer. We will agree, I believe, that his trouble was not with the freezer but in the way he handled the meat."

Shouldn't Ignore Guide

"Most of the freezer companies put out a guide to tell the housewife how to prepare foods for the freezer and if that is ignored the customer cannot blame the manufacturer."

"We as dealers do not bring to the attention of the customer as forcibly as we should the importance of consulting the guide instead of or in addition to the information received from Mrs. X over the back fence."

"I feel that we as retailers have a definite responsibility at this point. Possibly the manufacturer should follow up and see that the distributor or retailer representing him and his product does take serious this obligation."

On the relationship between the freezer and the locker plant, Brubacker asserted:

"The promotion, education, and sales effort carried on by the aggressive, service rendering retailer in home and farm freezers serves to expand interest in the frozen food industry as a whole and the promotion and sale of home freezers do bring back to the locker operator greater processing business."

"The small amounts of vegetables which serve as a headache to the locker operator can be frozen at home and if delivered to the locker later, would be in larger quantities and less expensive to handle at the locker."

Farmers Have Objections

However, Brubacker pointed out that farmers have objections to depending solely on locker plants for their frozen foods. One is poor record keeping at the locker plant which make him feel his food is being lost, stolen, or mixed up. Another is the late opening in the morning and early closing hours in the evening of the plant.

"When he (the farmer) delivers his milk in the morning he is too early and when he finishes getting hay or harvest in in the evening he's the late opening and early closing time."

"So if the wife doesn't drive or if he cannot spare her during the day, it is poor connections."

"As in most any field where we are a servant of the public," he concluded, "we are exposing ourselves to success or failure in proportion to the service rendered and the interest shown in the customer with whom we deal."

Turning to the installation of freezers, he said, "We have found it most desirable to install the freezer in a room where the dampness is not excessive and with some ventilation for the compressor. An out-kitchen or enclosed porch, or if concreted and not too damp, the cellar has proved satisfactory."

"It is a good practice when installing a freezer to run a power line to a heavy circuit or to the main switch box itself and install a separate fuse box at the freezer to protect the unit in case of a short circuit."

Re-emphasizing his belief that it

is necessary for the dealer to "go the limit" in rendering service on home freezers, Brubacker said that "satisfaction or dissatisfaction whichever it may be travels from customer to relatives, friends, and neighbors."

He added, "We have rendered free service in some instances even where neither we nor the manufacturer was at fault. I believe it pays off to do it until we get the product and ourselves established as being a reliable source with which to deal."

"We found it profitable to make repeated check backs on the freezers to assure customer satisfaction. Also we called a meeting of our owners and prospective customers at which we had a representative from the Agricultural Extension Service and others further familiarize the users on how to prepare and freeze their food."

Educate Retailers--

(Concluded from preceding page)
perature of frozen food products so that accurate data can be made available."

In his talk, Hall urged cooperative efforts of all segments of the frozen food industry to make sure products are kept at proper temperatures. Because of the nature of the product, he said, it is essential that it be packed, transported, distributed, and retailed with proper precautions.

He praised manufacturers of retail refrigeration cabinets for maintaining the high quality of their equipment so that frozen food does not deteriorate when properly kept. On the other hand, he pointed out, some surveys have revealed the lack of adequate retailer information on proper maintenance of low temperatures. He suggested that such information be supplied dealers.

"Economically," he said, "no segment of the industry can individually follow shipments to insure that each package received by consumers is in perfect condition. Under present day conditions and those in the foreseeable future, it is recognized that all frozen foods cannot be handled from packer to consumer under ideal conditions, but group effort can minimize the effect on the product of some of the present day conditions."



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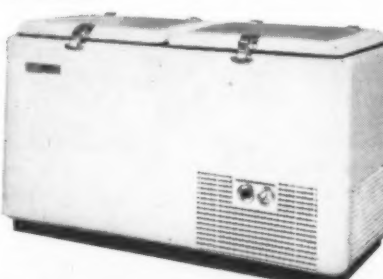
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4 New Regional Managers Appointed by Maytag Co.

NEWTON, Iowa—Four new regional manager assignments have been announced by The Maytag Co. Dennis Miller has been transferred from North Carolina to Washington, D. C., and placed in charge of the District of Columbia and surrounding area. Francis T. Rooney will represent Maytag in the Upper Peninsula of Michigan and a small area in Wisconsin.

David M. Roush takes over Vermont, five counties in southwestern New Hampshire, and Berkshire County in northwestern Massachusetts. David Nelson has nine counties in southern Michigan.

Rogers Heads Safe-Way Sales on West Coast

CHICAGO—Safe-Way Food Locker Co. has announced the appointment of A. A. Rogers as its Pacific Coast sales representative.



A. A. Rogers

Rogers formerly operated in the middle west as a contractor specializing in the erection of locker plants.

He will cover 11 western states from Denver west with headquarters in San Diego.

Canadians Urge Gov't Freezer for Berries

VANCOUVER, B. C.—Proposal that the British Columbia government should build a freezing plant at a cost of \$1,000,000 or \$1,500,000 for the handling of the 1949 berry crop in the Fraser Valley were advanced recently by Robert Lucas, general manager of the Pacific Co-operative Union.

Lucas suggested that the freezing plant should be open to the use of all berry co-operatives and would be paid for by a levy on all berries processed in it.

"The fruit industry could pay for such a plant over a period of years, but the fact is that we haven't the time—we must have the plant in operation in 1949," he declared.

He also advocated that the Dominion government be prevailed upon to use part of its \$2,000,000 agricultural prices support fund to finance berry shipments to the United Kingdom this year.

The United Kingdom, which has taken more than 50% of the valley's raspberry crop since 1945, has offered no contract for this year.

Therefore, Lucas asserted, the industry must get back into the fresh fruit market on a large scale and develop markets for fresh and frozen berries in the United States. Estimated production this year is approximately 24,000,000 lbs.

Between what can be sold on the domestic market, what can be sold in the U. S., and the total is a tremendous gap, he declared. At the moment, the industry has markets for less than half its output.

Frozen Food Sales Boosted 1000% After Grocery Changes Store to Serve-Self



Coupled with the installation of new refrigeration equipment, including an open frozen foods case, Elder's Grocery in Seattle changed from a credit-and-delivery operation to a serve-self cash-and-carry system. Net sales were nearly doubled.



Open frozen food and delicatessen cases installed at the Elder Grocery accounted for 1,000% sales increases for these departments, the owner reports.

New Refrigeration Equipment Doubles Net Sales

SEATTLE, Wash.—Switching from a 95% credit and delivery grocery business to self-service, abetted by modern refrigeration equipment, nearly doubled net sales for Elder's Grocery in the Capitol Hill district here.

His refrigeration equipment, David C. Elder, Jr., swears, is worth its weight in gold. The new 7-ft. frozen food case and 11-ft. delicatessen case, both self-service, have accounted for 1,000% sales increases in their departments alone, he stated.

Previously frozen foods were dispensed from an old-fashioned ice cream dispensing cabinet and delicatessens from a reach-in dairy case. The new units, Elder reported, enable him to stock wider varieties and, in

their present locations, literally sell themselves.

Other equipment installed in the modernization program are a 20-ft. triple glass front meat display case, an 8-ft. by 14-ft. walk-in cooler, and a reach-in case for dairy products. Meat sales have jumped by six times, Elder claimed.

To further streamline his operation, Elder reduced his cash food prices to competitive levels, curtailed deliveries, and added a 10% levy to all credit-and-delivery orders. This type business dropped nearly to one half its former volume.

In relation to the number of original credit customers who remained on his books, therefore, Elder actually quadrupled his net sales volume.

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TO INTRODUCE "STILL-AIR" FREEZING



OUTSIDE DIMENSIONS CABINET: Height 63-in., Width 35-in., Depth 28-in.

SIZE: 12 cu. ft.

STORAGE CAPACITY: 480 lbs.

WALL THICKNESS: 4 1/2-in.

INSULATION: Treated Wood Fiber (K 0.246).

TEMPERATURE: Quick Freeze 20° below F., Storage 0° F.

SHELVES: Chapman "Freezer Plate."

CONDENSING UNIT: Tecumseh Chieftain, 1/4 H.P. hermetic.

REFRIGERANT: Freon 12.

RESTRICTOR: Capillary Tube.

CONTROL: Adjustable Thermostat.

NET WEIGHT: 325 lbs.

This OUTSTANDING Home Freezer is the result of the finest engineering skill in the refrigeration industry. You are assured of day-in—day-out dependable service and satisfaction. As fine as CHAPMAN quality has always been, the CHAPMAN Home Freezer has never remained "frozen" to a non-progressing standard. The results of this policy can be clearly seen in the advanced features of this new model.

15 YEARS OF HOME FREEZER MANUFACTURING

STILL-AIR FREEZING . . . dehydration (drying out or freezer burn), the greatest enemy of frozen foods is practically eliminated through the use of the CHAPMAN "Still-Air" refrigeration principle. When air moves it absorbs moisture (even frozen moisture). CHAPMAN is the only home freezer incorporating this feature.

CORVALLIS REFRIGERATION CO.
Makers of Chapman Pioneer Home Freezer
BOX 229, CORVALLIS, OREGON



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Brass Headers Machined and Brazed

HM Condensers available
from 1/2 to 10 H.P. from
wholesalers in principal cities.

Halstead & Mitchell

OFFICES: Bessemer Building, Pittsburgh 22, Pa.

Keltner Scores Homer



Kenny Keltner, star third-sacker for the Cleveland Indians, recently had a new Whiting home freezer installed at his home in Milwaukee.

Frigidaire

Frigidaire Div., General Motors Corp.
300 Taylor St., Dayton 1, Ohio
Chest or upright type.....Chest
Model No.HJ-8B
Separate freezing section?.....Yes

DIMENSIONS (In Inches)

Interior: Height	24 1/4
Width	29 5/8
Depth	19 1/4
Exterior: Height	34
Width	46
Depth	28 1/2

CAPACITY (In Cu. Ft.)

Freezer compartment	.75
Storage compartment	7.28
Manufacturer's recommended no. of lbs. of product freezing load per 24 hours	40

INTERIOR EQUIPMENT

Shelves (No.)	1
Baskets (No.)	2
Light	No
Thermometer	No

INSULATION

Kind	Fiberglass
Thickness: (In Inches)	
Top	2
Sides	4
Bottom	4

LIDS

Number	1
Lid support	Yes
Type of lid latch or handle	Positive latching

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around
Compressor:	
Make	Frigidaire
Sealed or open	Sealed
Location on freezer	Right side
Refrigerant	"Freon-12"
Make of control	Frigidaire
Condenser: Type	Finned
Forced or natural convection	Forced
Type of warning device	Battery operated buzzer

WEIGHT (In Lbs.)

Net	317
Shipping	400

PRICE\$299.75

CONSTRUCTION & FINISH OF

Cabinet	All steel, white Dulux finish
Interior liner	Galvanized steel, aluminum finish
Material used in evaporator	Copper tubing

PROTECTION PLAN

Warranty	5-year on sealed unit including fan motor
Guarantee	Cabinet and electrical controls—1 year

SPECIAL FEATURES

Frigidaire Meter-Miser rotary compressor.	
---	--

Coldspot (Seeger Refrigerator)

Seeger Refrigerator Co., 850 Arcade St., St. Paul 6, Minn.

Chest or upright type	Chest	Chest
Model No.	511122	511181
Separate freezing section?	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	27	27
Width	30 1/2	50 1/2
Depth	20	20
Exterior: Height	35 3/4	35 3/4
Width	60	80
Depth	29	29

CAPACITY (In Cu. Ft.)

Freezer compartment	2.9	2.8
Storage compartment	9.8	15.7
Manufacturer's recommended no. of lbs. of product freezing load per 24 hours (A.S.R.E. Standard)	50	120

INTERIOR EQUIPMENT

Partitions (No.)	2	3
Baskets (No.)	2	3
Light	No	No
Thermometer	Yes	Yes

INSULATION

Kind	Fiberglass	Fiberglass
Thickness: (In Inches)		
Top	2	2
Sides	4 1/2	4 1/2
Bottom	4 1/2	4 1/2

LIDS

Number	1	2
Type of lid latch or handle	Adjustable strike, latch type lock handle	

WEIGHT (Lbs.)

Net	400	500
Shipping	520	650

REFRIGERATION EQUIPMENT

Cooling medium	Modified wrap-around	Condenser: Type	Finned
Compressor:		Forced or natural convection	Forced
Make	Tecumseh	Cabinet	White Dulux
Sealed or open	Closed	Interior liner	Gray porcelain, white stipples
Location on freezer	Right end, bottom	Material in evaporator	Copper
Refrigerant	"F-22"	PROTECTION PLAN	
Make of control	Cutler-Hammer and Ranco	Warranty	Five-year protection plan
			Replace defective refrigeration equipment within five years

General Electric

General Electric Co., 1285 Boston Ave., Bridgeport, Conn.

Chest or upright type	Chest	Chest
Model No.	NA-4D	NA-8D
Separate freezing section?	No	No

DIMENSIONS (In Inches)

Interior: Height	19 1/4	20
Width	24	39 1/2
Depth	14 1/4	17 1/4
Exterior: Height	36	36
Width	33	48 1/2
Depth	28 1/4	31 1/4

CAPACITY (In Cu. Ft.) NEMA Rating

Storage compartment	4.0	8.0
Manufacturer's recommended number of pounds of product freezing load per 24 hours	20	50

INTERIOR EQUIPMENT

Shelves (No.) (not refrigerated)	0	1
Baskets (No.)	3	4
Light (automatic, in lid)	Yes	Yes
Thermometer	Yes	Yes

INSULATION

Kind	Fiberglass	Fiberglass
Thickness (In Inches)		
Top (lid)	2 3/4	3 1/2
Sides	3 3/4	4
Bottom	4	4 1/4

LIDS

Number	1	1
Lid support	Spring counterbalanced	
Type of lid latch or handle	Hinge positive acting	

WEIGHT (Lbs.)

Net	200-220	280-300
Shipping	225-245	325-345
PRICE (Nat'l rec. installed)	\$239.75	\$329.75

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around	PROTECTION PLAN	
Compressor:		One year warranty on complete freezer, four additional years on sealed-in refrigerating system.	
Make	G-E	SPECIAL FEATURES	
Sealed or open	Sealed	Formex motor windings, cast aluminum rotor, self-aligning bearings, piston pin locked to connecting rod, oversize bearing surfaces, forced feed lubrication to all moving parts, metal glass electrical leads.	
Location on freezer	Bottom center	Control setting No. 1 (warmest) is 0° F., nine settings in all, 1.1° F. change per setting. Evaporator construction plus refrigeration capacity eliminates need for separate freezing compartment.	
Refrigerant	"F-12"		
Make of control	G-E		
Condenser: Type	Finned		
Forced or natural convection	Forced		
Type of warning device	Light available		

CONSTRUCTION & FINISH OF

Cabinet	Glyptal baked enamel on Bonderized steel (1-piece exterior)
Interior liner	Aluminum
Material in evaporator	Aluminum

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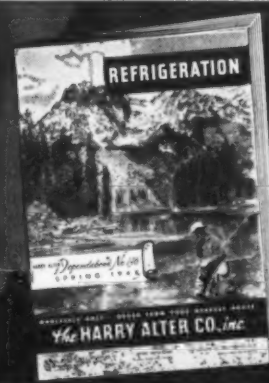


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Frostmaster (Crosley)

Crosley Div., Avco Mfg. Co.
1329 Arlington St., Cincinnati
Chest or upright type.....Chest
Model No.HF 1346
Separate freezing section?.....No

DIMENSIONS (In Inches)

Interior: Height	17 1/2
Width	19 1/2
Depth	13 1/2
Exterior: Height	36
Width	29 1/2
Depth	26 1/2

CAPACITY (In Cu. Ft.)

Storage compartment	3.2
Manufacturer's recommended no. of lbs. of product freezing load per 24 hours	25

INTERIOR EQUIPMENT

Baskets (No.)	1
Light	No
Thermometer	No

INSULATION

Kind	Fiberglass
Thickness: (In Inches)	
Top	2 1/2
plus 1/4 in. plastic inner lid panel	
Sides	4
Bottom	4

LIDS

Number	1
Lid support	Yes
Type of lid latch or handle	None

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around
Compressor:	
Make	Crosley, 1/2 hp.
Sealed or open	Sealed
Location on freezer	Beneath food compartment
Refrigerant	"Freon-12"
Make of control	Ranco
Condenser: Type	Finned
Forced or natural convection	Natural
Type of warning device	None

Home Freezer Specifications

WEIGHT (Lbs.)

Net	145
Shipping (approx.)	180

PRICE (Zone 1)

	\$149.95
--	----------

CONSTRUCTION & FINISH OF

Cabinet	Aluminum, Dulux enamel
Interior liner	Steel, Dulux enamel

PROTECTION PLAN

Warranty	4 years
Guarantee	1 year

Quillen

Quillen Bros. Refrigerator Co.

1639 Lafayette Rd., Indianapolis	
Chest or upright type	Chest
Separate freezing section?	Yes

DIMENSIONS (In Inches)

Interior: Height	20
Width	45 1/2
Depth	27
Exterior: Height	36
Width	78
Depth	28 1/2

CAPACITY (In Inches)

Freezer compartments	
2 compartments—8 1/2 x 20 x 11 1/2 ea.	
Storage compartments	
3 compartments—15 1/2 x 20 x 27 ea.	

INTERIOR EQUIPMENT

Partitions (No.)	5
Thermometer	Yes

INSULATION

Kind	Fiberglass
Thickness: (In Inches)	
Top	2
Sides	4
Bottom	5

LIDS

Number	One
Lid support	Counter-balanced lifts
Type of lid latch	Lid fastened down by two latches operated with bar handle. So constructed that locks may be used.

REFRIGERATION EQUIPMENT

Cooling medium	Plate coils
Compressor:	
Make	Servel
Sealed or open	Sealed
Location on freezer	Right end
Refrigerant	"Freon"
Make of control	White-Rodgers

WEIGHT (Lbs.)

Net	650
Shipping	720

PRICE

	\$590.00
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CONSTRUCTION & FINISH OF

Cabinet	Baked enamel on cold rolled steel
Interior liner	Aluminum
Materials used in evaporator	Copper and steel

PROTECTION PLAN

Warranty	One year against defective parts or workmanship
----------	---

SPECIAL FEATURES

	Dole plates used furnish eutectic hold-over solution.
--	---

Gibson

Gibson Refrigerator Co.

Greenville, Mich.	
Chest or upright type	Upright
Model No.	HF-618
Separate freezing section?	No

DIMENSIONS (In Inches)

Interior: Height	38 1/2
Width	22 1/2
Depth	14
Exterior: Height	61 1/2
Width	30 1/2
Depth	27 1/2

CAPACITY (In Cu. Ft.)

Freezer compartment	6.59
Manufacturer's recommended no. of lbs. of product freezing load per 24 hours	16

INTERIOR EQUIPMENT

Shelves (No.)	3
Light	No
Thermometer	No

INSULATION

Kind	Fiberglass
Thickness: (In Inches)	
Top	Avg. 3 1/2 Max. 3 1/2
Sides and back	4
Bottom	5
Door (upright models)	3 1/2

DOORS

Number	1
Type of door latch or handle	Semi-concealed

REFRIGERATION EQUIPMENT

Cooling medium	Horizontal plates
Compressor:	
Make	Gibson
Sealed or open	Semi-hermetic
Location on freezer	Bottom
Refrigerant	"Freon-12"
Make of control	Ranco
Condenser: Type	Finned
Forced or natural convection	Natural
Type of warning device	None

WEIGHT (Lbs.)

Shipping	360
----------	-----

PRICE

	\$275.00
--	----------

CONSTRUCTION & FINISH OF

Cabinet	Steel, Dulux finish
Interior liner	Porcelain on steel
Material used in evaporator	Copper

Maytag

The Maytag Co., Newton, Iowa

Model No.	6TD
Chest or upright type	Chest
Separate freezing section?	No

DIMENSIONS (In Inches)

Interior: Height	22 1/2
Width	22 1/2
Depth	18
Exterior: Height	32
Width	47 1/2
Depth	29

CAPACITY (In Cu. Ft.)

Storage compartment	6
Manufacturer's recommended no. of lbs. of product freezing load per 24 hours	10
Interior equipment	None

INSULATION

Kind	Spun glass
Thickness: (In Inches)	
Top	3
Sides	4 1/2
Bottom	4

LIDS

Number	One
Lid support	Yes
Type of lid handle	Piano hinge self-sealing, no locks or catches

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around
----------------	-------------

Compressor:

Make	Tecumseh
Sealed or open	Sealed
Location on freezer	End (right)
Refrigerant	"F-12"
Make of control	Ranco
Condenser: Type	Finned
Forced or natural convection	Natural
Type of warning device	None

WEIGHT (Lbs.)

Net	320
Shipping	382

PRICE

	\$289.95
--	----------

CONSTRUCTION & FINISH OF

Cabinet	Welded one piece frame, Bonderized, high baked enamel
Interior liner	Porcelain on steel
Material used in evaporator	Copper

PROTECTION PLAN

Warranty	5 years on compressor
Guarantee	1 year

SPECIAL FEATURES

	Defroster pan, table leaf accessory, counter balanced, self-sealing, porcelain work table top.
	Five-year food insurance certificate for loss up to \$100 for failure except manual disconnection of current.

Speed Freeze (Ideal Cooler)

Ideal Cooler Corp.

2953 Easton Ave., St. Louis 6, Mo.	
Model No.	20 Cu. Ft.
Chest or upright type	Chest
Separate freezing section?	No

DIMENSIONS (In Inches)

Interior: Height	28
Width	74
Depth	19 1/2
Exterior: Height	37
Width	96
Depth	29 1/2

CAPACITY (In Cu. Ft.)

Storage compartments	20
----------------------	----

INTERIOR EQUIPMENT

Partitions (No.)	3
Light	No
Thermometer	No

INSULATION

Kind	Fiberglass
Thickness: (In Inches)	
Top	2
Sides	4
Bottom	6

LIDS

Number	2
Lid support	Yes
Type lid latch or handle	Flush type

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around coil
Compressor:	
Make	Servel
Sealed or open	Both
Location on freezer	Left end
Refrigerant	"Freon-12"
Make of control	Ranco
Nominal hp. of motor	1/2
Condenser: Type	Not given
Forced or natural convection	Natural
Type of warning device	None

WEIGHT (Lbs.)

Net	575
Shipping	740

PRICE

	\$650.00
--	----------

CONSTRUCTION & FINISH OF

Cabinet	Sheet steel painted white
Interior liner	Steel painted white
Material used in evaporator	Copper

PROTECTION PLAN

	Warranty on parts to original purchaser 1 year from date of original purchase.
--	--

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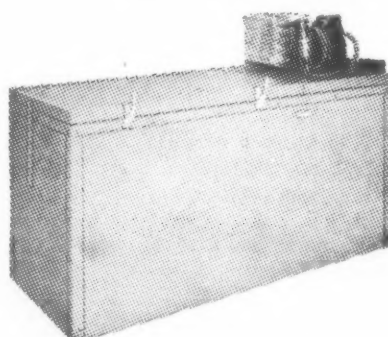
10 QUALITY FEATURES

—for dependable and troublefree operation

- Both suction and discharge valves installed on one valveplate. Valve seats are accurately ground and lapped. The use of finest Swedish steel reeds and large gas ports add to the high efficiency and quiet operation.
- Two chambers are provided in the head, one for the suction gas returning from the low side through the suction port in the crankcase and cylinders, and an adjacent chamber for the discharge gas. This design has the added feature of a heat exchanger protecting the suction valve from accidental refrigeration slugging. All heavy-duty models have cast radiating fins on the cylinder head to provide additional cooling surface.
- Close-grained cast iron pistons have an absolute roundness produced by the centerless grinding process. The large bearing surface reduces the wear. All Lehigh BLU-COLD heavy-duty units have piston rings.
- The close-grained cast iron cylinders have large fins cast around the cylinder walls for heat radiation. The cylinder bores are absolutely round and honed to a mirror-like finish.
- Carbon nose seal developed by Lehigh engineers has made seal troubles on Lehigh BLU-COLD units practically unknown.
- A fine mesh removable screen located just beyond the suction service valve prevents entry of foreign material from the low side of the system.
- New, fool-proof oil check valve in oil return line, from suction port to crankcase prevents oil slugging when crankcase pressure is suddenly reduced.
- The eccentric and connecting rods are selectively fitted to insure long wear and quiet operation. The connecting rods have an "H" section for maximum strength. The eccentric is securely clamped by two heat treated wedge-shaped bolts to the shaft.
- Nickel-molybdenum alloy steel straight shaft, heat treated to Rockwell "C" 58-63 hardness and ground to a very high finish. Specially treated steel collar is shrunk on the shaft serving as thrust bearing for the shaft seal pressure. The engineering simplicity of the Lehigh BLU-COLD shaft assembly is unequalled in the industry.
- Two way shut-off type service valves, with 1/2" gauge connection are mounted on the compressor, allowing the removal of the cylinder head without disrupting refrigerant connections. The material is drop forged brass.

CASH IN ON FARM SALES!

Sell these Loudon Farm Freezers. General Electric Sealed units have Dole plates. Attractive gray enamel finish. Available in 10, 16 and 20 cubic foot sizes.



Model FF16-16 cu. ft.

4 and 8 foot home or farm
freezers in gleaming white
enamel also available.
Write for specification
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Manufacturers of bottle coolers—dough retarders—ice cube makers—milk coolers—home and farm freezers—walk-in coolers—reach-in coolers—biological refrigerators—household refrigerators—frozen food cabinets—florist boxes—meat display cases.

Loudon Sales, Inc.

2528 27th Ave. S., Minneapolis 6, Minnesota

Lehigh Manufacturing Co. PLANT: LANCASTER, PA.

Realfreeze (Wentink)

Wentink & Co., Grand Rapids, Mich.

Chest or upright type	Chest	Chest
Model No.	8	16
Separate freezing section?	No	No

DIMENSIONS (In Inches)

Exterior: Height	36	36
Width	62	108
Depth	24	24

CAPACITY (In Cu. Ft.)

Freezer compartment	8	16
---------------------	---	----

INTERIOR EQUIPMENT

Drawers	Wrapping storage compartment	
Light	Yes	Yes

INSULATION

Kind	Gas blown plastic	
Thickness: (In Inches)		
Top	2	2
Sides	4	4
Bottom	4	4

LIDS

Number	2	3
Lid support	Yes	Yes
Type of lid or latch	Push button	

WEIGHT (Lbs.)

Net (approximately)	300	450
PRICE	\$330.00	\$495.00

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around evaporator plate (Yoder)

Compressor:

MakeServel
 Sealed or openSealed
 Location on freezerEnd on Model 8; middle on Model 16
 Refrigerant“Freon”

Make of control.....Cutler-Hammer
 Condenser: TypeFinned
 Forced or natural convection.....Forced
 Type of warning device.....None

CONSTRUCTION & FINISH OF

Cabinet.....Steel, Bonderized, baked synthetic enamel
 Interior liner.....Aluminum or baked enamel on steel
 Material in evaporator.....Steel initially but going to aluminum

PROTECTION PLAN

Five year guarantee of \$250 food spoilage due to malfunction of freezer.

SPECIAL FEATURES

Gas blown plastic insulation; push button latch; special designed recessed hinges, counter balancing lids; built-in cutting board, wrapping storage compartment.

Home Freezer Specifications**Kelvinator & Leonard (Nash-Kelvinator)**Nash-Kelvinator Corp.
14250 Plymouth Rd., Detroit

Chest or upright type.....Chest
 Kelvinator Model No.FR-6
 Leonard Model No.LFR-6
 Separate freezing section?.....Yes

DIMENSIONS (In Inches)

Interior: Height	28 3/4
Width	30 3/4
Depth	14
Exterior: Height	36 1/4
Width	39
Depth	23 1/4

CAPACITY (In Cu. Ft.)

Storage compartment	6.0
Manufacturer's recommended no. of lbs. of product freezing load per 24 hours	25

INTERIOR EQUIPMENT

Partitions (No.)	1
Baskets (No.)	2
Light	No
Thermometer	Yes

INSULATION

Kind	Fiberglass
Thickness: (In Inches)	
Top	2 1/4
Sides	4
Bottom	4

LIDS

Number	1
Lid support	Yes, counterbalanced
Type of lid handle	Lid handle

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around

Compressor:

MakeOwn
 Sealed or openSealed
 Location on freezer.....Lower left machine compartment

Refrigerant“F-12”
 Make of control.....Automatic reset starting and overload relay

Condenser: Type.....Plate type
 Forced or natural convection.....Natural
 Type of warning device.....Accessory

WEIGHT (Lbs.) Shipping

316

PRICE:

Including 5-year protection plan.

CONSTRUCTION & FINISH OF

Cabinet.....Steel, Bonderized and baked on white enamel
 Interior liner.....Galvaneal steel or aluminum with aluminum lacquer

Material used in evaporator.....Copper or aluminum tubing

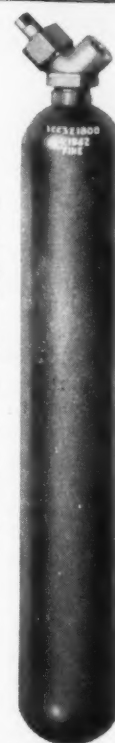
PROTECTION PLAN

Warranty.....One year complete cabinet, 4 additional years on sealed mechanism

Something NEW! CHARGING BOMB

- Speed up assembly line operation.
- Small capacity refrigerant cylinder facilitates more accurate and quicker charging of units carrying small or critical charges.
- Made to your requirements, (size shown 1 1/8" O.D. x 11 1/2" — 14 oz. Freon). Attached to unit on assembly line, transferred as unit moves, eliminating stoppage.
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"We are most pleased with Alco valves and have no hesitancy in advocating their use."
 Jackson Ice & Fuel Co., Jackson, Ohio
 ALCO VALVE CO. 855 KINGSLAND AVE. ST. LOUIS 5, MO.

Hotpoint

Hotpoint, Inc., 5600 W. Taylor, Chicago

Chest or upright type	Chest	Chest
Model No.	EK4	EK8
Separate freezing section?	No	No

DIMENSIONS (In Inches)

Interior: Height	19	20
Width	24	39 1/2
Depth	14 3/4	17 1/2
Exterior: Height	36	36
Width	33	48 1/4
Depth	27 3/4	31 3/4

CAPACITY (In Cu. Ft.)

Freezer and storage compartments	4.0	8.0
----------------------------------	-----	-----

(Single compartment for freezing and storage on both models.)

Manufacturer's recommended number of pounds of product freezing load per 24 hours	20	50
---	----	----

INTERIOR EQUIPMENT

Shelves (No.)	0	1
Baskets (No.)	3	4
Light	Yes	Yes
Thermometer	Yes	Yes

INSULATION

Kind	Fiberglass	Fiberglass
Thickness: (In Inches)		
Top	3	3 1/2
Sides	4	4
Bottom	4	4

LIDS

Number	1	1
Lid support	Yes	Yes
Type of lid latch	Locking down latch handle on both models, lock hasp available as accessory	

WEIGHT (Lbs.)

Net	220	265
Shipping	232	280
PRICE	\$239.75	\$329.75

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around
 Compressor:

MakeHotpoint
 Sealed or openSealed
 Location on freezer.....Beneath
 Refrigerant“F-12”

Make of controlG-E
 Condenser: TypeFinned
 Forced or natural convection.....Forced
 Type of warning device.....Light type available as accessory, both models

CONSTRUCTION & FINISH OF

CabinetSteel
 Interior linerAluminum

Material in evaporator.....Aluminum

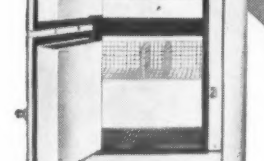
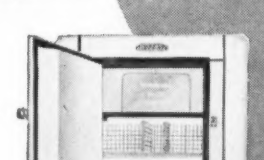
PROTECTION PLAN

One year warranty on complete freezer plus additional 4-year warranty on vacuum-sealed mechanism only.

SPECIAL FEATURES

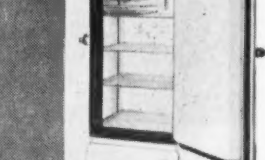
Completely vacuum sealed (except fan on condenser). Cabinet will maintain 0° F. on highest temperature setting (cabinet air) -10° F. on lowest temperature setting. Evaporator is made of special aluminum brazing sheet with aluminum tubes brazed on.

ZERO SAFE SELF-CONTAINED FARM FREEZER MODEL FF-15



ZERO SAFE SECTIONAL FARM FREEZER MODEL FF-30

ALL-PURPOSE REFRIGERATOR MODEL RB-25



ZERO SAFE HOME FREEZER MODEL 6.6

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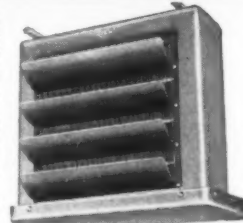
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Quick-Freezing with Cold Air

Part 2 of an Article Explaining Principles and Practices In Cold-Air Freezing of Foods

By Terry Mitchell, M.E., Frick Co., Waynesboro, Pa.

Cold-air quick-freezers are built in many different designs. They can be made to cool the foods in stages; they can be hand-operated or automatic; they can be very large or very small. Most quick-freezing plants have to handle different products with the changing seasons; the cold-air method adapts itself to changing requirements better than any other known to us. Versatility is an important feature in freezer design.

The systems we have in operation can be grouped into three main classes: blizzard freezers, tunnel freezers, and special freezers.

Unit blizzard freezers (Fig. 4) were developed to meet the need for equipment to do fast freezing at the most reasonable cost. A typical blizzard freezer is contained in an

insulated box some 13 ft. long, 8 ft. wide, and 8 ft. high, outside dimensions. As shown in the drawing, a cold storage door admits a push truck to the freezer space; two push trucks, placed side by side, are frequently used.

Special cooling coils of the VW type fill the space on the two sides. The air is cooled to -30° F. or lower by the coils and is drawn over the foods at high velocity by the fan. The push trucks are rolled into the freezer until they fit against the housing of the fan.

What might be called a high-velocity freezer is shown in Fig. 5. The air passes over both the coils and the food at a rapid rate, upwards of 2,000 ft. per minute. Fish fillets in pans 2 in. deep are frozen to the

Blizzard Units Handle Smaller Number of Trucks

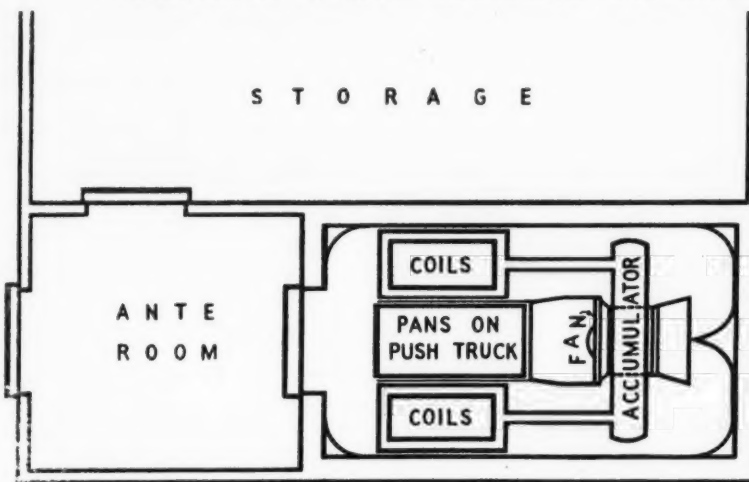


Fig. 4—In this blizzard freezer the food-laden push truck is rolled into the freezing room and fitted between two banks of coils and against the fan.

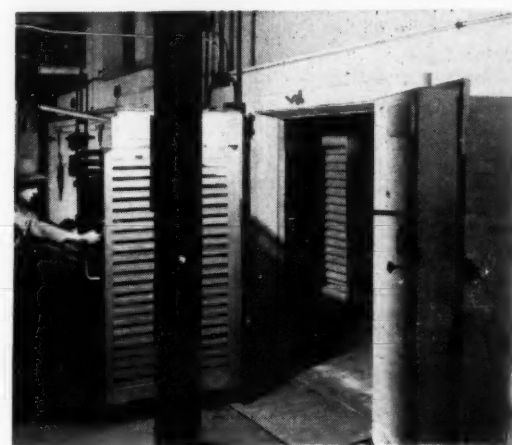


Fig. 5—An attendant moves another truck into a high-speed freezer where cold air blows over food trays at 2,000 ft. per minute.

center in less than two hours.

One blizzard unit when handling pans, each holding five pounds of food, turns out three tons of frozen product in 12-hour day. If a truck loaded with a little over 1,000 lbs. is frozen every two hours, continuous day and night operation delivers 6 tons of product per unit.

It is customary to install these freezers in a row, side by side. The plant will start with one or two freezers and add others as needed. Where two freezers adjoin each other, the 8-in. cork wall is reduced to a 1½-in. partition. Because of the batch method of operating the blizzard freezer, it can handle fish in pans during one cycle and ducks or fruit during the next. Where several units are in service, each can be working with a different freezing

time, as required by different products.

We have found that freezing foods in batches helps to maintain their original moisture content. Because, as the temperature of the batch is lowered, the relative humidity of the air stream rises until it approaches saturation. The temperature of the coils in any one freezer goes down only as the foods in that freezer are chilled. The moisture content of the air tends to remain at a nearly saturated level.

The fast freezing accomplished with blizzard equipment reduces the number of pans and trucks required. The VW coils have dozens of short pipes at right angles to the air flow; these offer very rapid heat transfer. Large accumulators and float valve controls are used to keep the coils flooded, and to prevent liquid refrigerant from flooding back on the compressors.

The tunnel freezers have either an open floor space, or are equipped with tracks for push trucks, or with conveyors, or both. Open-tunnel freezers are wide enough to accommodate several push trucks abreast. The trucks are generally placed in the freezer in large batches, and remain in the tunnel for several hours.

Coils in open-tunnel freezers are usually overhead; the flow of air can be either across the tunnel, or length-

wise. "Trap doors" in the bottom of the bunks serve to guide the air stream and permit access to the coils. Where possible, baffles should be situated at the corners, to turn the air stream.

The open-tunnel freezer has been and continues to be the choice of many of the largest producers, whose problem is the bulk freezing of foods of different sizes and kinds (Fig. 6).

For simplicity and dependability the open-tunnel freezer can hardly be excelled. When wanted, arrangements can be made for precooling the foods before they enter the freezer, and for tempering them before they go into storage.

The freezer itself is preferably carried between -30 and -60° F. The great fish freezers on the piers at Boston and Gloucester are notable examples of the open-tunnel method, all handling big batches effectively.

Track-tunnel freezers (Fig. 7) are most desirable where the product is more or less uniform, and can be conveniently loaded on push trucks. The track can be either inclined, or equipped with a motor-driven drag chain or pusher, as shown in the drawing.

The trucks pass through the tunnel with a start-and-stop motion; the temperature of the foods is, of course, lowered as the trucks progress from

(Continued on next page)

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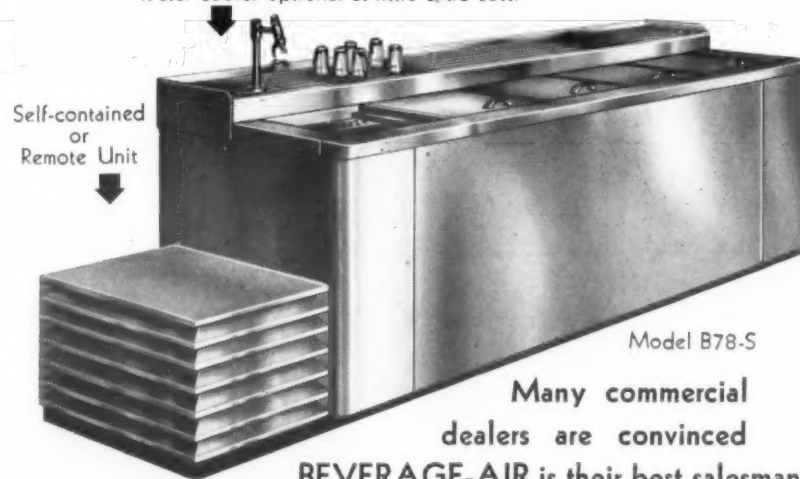
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Track-Tunnel Unit Takes Large Quantities

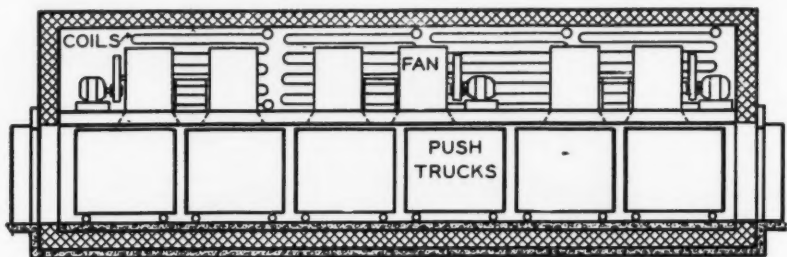


Fig. 6—In this type of freezer trucks are moved through low-temperature room on track.

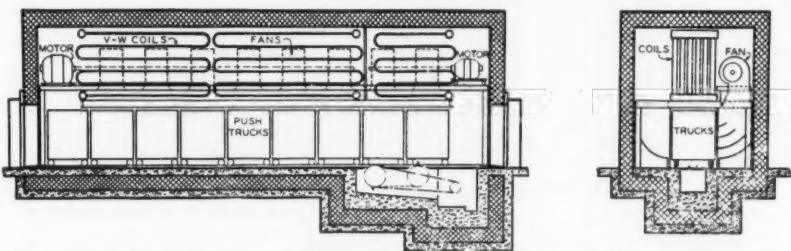


Fig. 7—The track may either be inclined or motor-driven, as shown above.

Quick-Freezing--

(Continued from preceding page)

The air is blown across the row of trucks, and even though the coils above may be continuous, its temperature at different points will vary roughly in relation to the temperature of the food on the trucks below it. This effect is similar to that obtained in the Blizzard freezer.

A typical track-tunnel (Fig. 8) will freeze loose green peas in pans 1 in. deep, in about one hour, using an average temperature of -30°F . The freezer in use by Standard Brands at Auburn, N. Y., shown in the picture, measures 31 ft. in length, is 8 ft. wide, and 9 ft. 2 in. high.

This has a capacity of 4,000 lb. per hour.

Sometimes the coils are placed at the side instead of above the trucks. The track tunnel of F. J. O'Hara at Rockland, Me. (Fig. 9), follows this plan, and has the fans arranged in two decks, one above the other.

This tunnel receives one loaded truck every hour: there being six stations, the fish are frozen in six hours. The freezer includes a pre-cooling room at the entrance, and the unloading room serves as a tempering chamber.

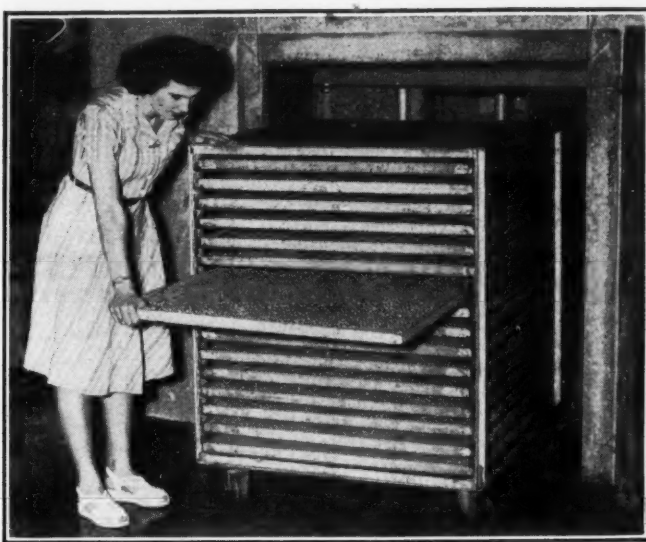
Conveyor-tunnel freezers are the last word in labor-saving equipment, and have been installed with great success where they can be tied-in with processing and packaging lines.

(Continued on next page)



Fig. 9—Instead of an overhead coil-fan arrangement this freezer has the fans situated at the sides.

Fig. 8 (right)—At Standard Brands, Auburn, N. Y., loose green peas are spread on trays one inch deep and frozen in approximately one hour. This unit is also a track-tunnel type.



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RANCO Refrigeration Controls For Farm and Home Freezers

For new installations, and for general or exact replacement, Ranco offers a complete line of refrigeration controls for farm and home freezers. Listed at the right are a few of the many types available. Your Ranco wholesaler will gladly show you the complete line of Ranco Controls—or, if you prefer, write direct for complete information.

RJ-3110 Constant cut-in temperature; on-off switch on dial knob; adjustable mounting brackets; no bulb.

RJS-3199 Same as RJ-3110, but with solid bulb. Both types permit changing cut-out and cut-in settings together by turning range knob.

G2-1226 Signal Circuit, constant cut-in. Signal contacts make circuit approximately 5 degrees above cut-in setting of control.

O-1470 Constant cut-in, signal circuit. Signal contacts make circuit approximately 10 degrees above cut-in setting of control.

O-1490 Fixed Differential, external graduated visible scale with calibration for temperature (range and differential) settings.

O-1417 For general applications, constant cut-in. Graduated scale as on O-1490, external knob adjustment for cut-out and cut-in.

O-1433 Constant cut-in, general applications, specifications same as O-1417, but has 76" cap. tube in place of 42" cap. tube. Solid bulb.

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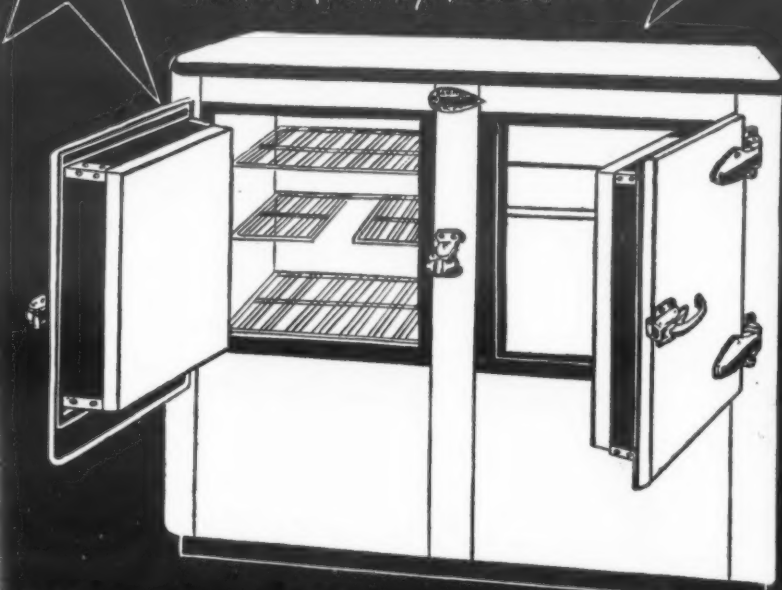
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4½ cu.ft. of 35-50°F. Refrigeration combined
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Size: 48½" w. x 28" d. x 40¾" h.
Frozen meat capacity—250-300 lbs.
¼ H.P. hermetic, quiet-type condensing unit
60 cycle 115 volts A.C.

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ICE REFRIGERATORS FOR MORE THAN 40 YEARS

FOND DU LAC, WIS.
FARM FREEZERS SINCE 1939

Conveyors Move Ice Cream Through



Fig. 10—For the past 13 years the Hershey Ice Cream Co., Harrisburg, Pa., has been using this conveyor-tunnel type unit to freeze package ice cream.

Combining 'Push Truck', Conveyor Methods of Freezing

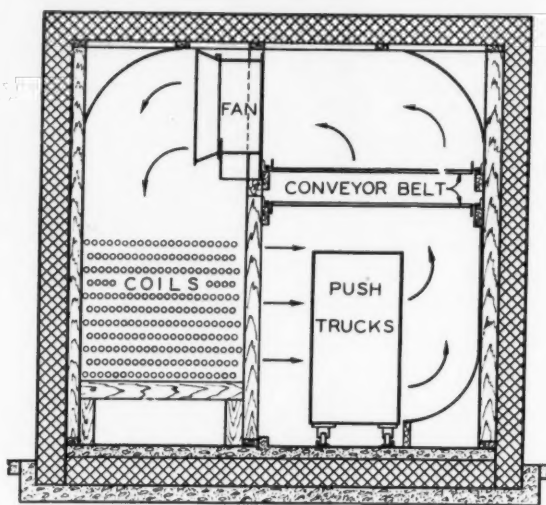
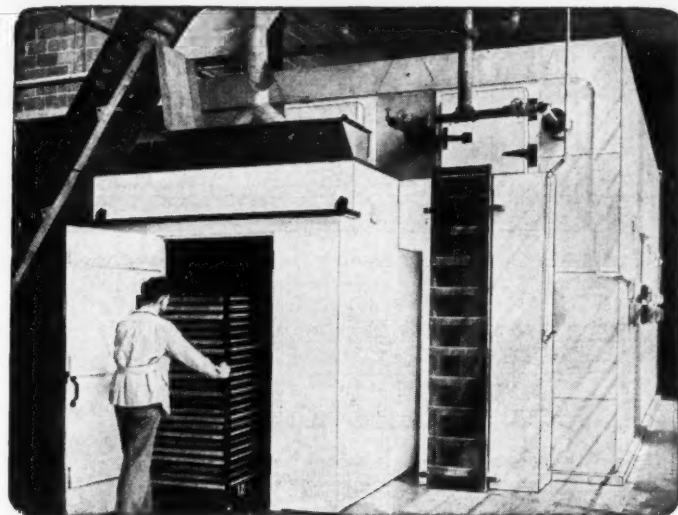


Fig. 11—A combination freezer that utilizes both push trucks and a conveyor. Best results are obtained when air moves up through conveyor from bottom.

Fig. 12 (Right)—A combination unit, similar to one sketched at left, is shown in actual use.



Co. in Lancaster, Pa. (Fig. 11) combines both push trucks and a conveyor. The section view and the photograph give pretty much the whole story on this job, which has a capacity of 4,000 lbs. per hour. The tunnel is 60 ft. 6 in. long, inside dimensions are 12 ft. 8 in. wide, and 12 ft. high. The cork-board walls, 10 in. thick, are self-supporting.

Temperature in the first few feet of this freezer range around -10° F., drops to about -20° F. in the center and again to -30° F. at the far end.

The belt is 6 ft. wide, and freezes the products in 14 to 25 minutes. (Fig. 12). Tests show that best results were obtained when the air moved upward through the conveyor belt from the bottom. There are 10 Robinson fans of 32 in. dia. each handling 11,000 cu. ft. per minute. The 13,500 ft. of pipe coils are connected to a booster compressor of size 15 by 10. This company started with some blizzard freezers, and has used four since 1942.

Of the special freezers, the simplest kind is a room in which one or more air-cooling units are installed to produce low temperatures. Such a

freezer is used by the Midwest Products Co. at Indianapolis in which cans containing broken eggs are frozen at -15° to -20° F.

The largest quick-freezing plant in the world is that operated jointly by the Seabrook Farms and the Deerfield Packing Co. at Bridgeton, N. J. An entire paper could be devoted to this gigantic plant alone. It processes as much as one million pounds of fruits and vegetables a day, 85% of which are promptly frozen. The freezer stores 50 million lbs.

The quick-freezing work is divided between banks of Birds Eye multiple-plate freezers and some three dozen fixed-plate freezers of the type illustrated in Fig. 13. Both types of freezers are cooled with brine at -36° F.

In the fixed-plate type the overhead coils are next to the fan which blows the air between the plates or shelves. Each shelf is built with curved passageways for the brine underneath. The foods, placed on the flat top of the shelves in pans, are cooled by a combination of all the known physical methods—radiation, conduction, and convection.

Fixed-Plate Type of Special Freezer

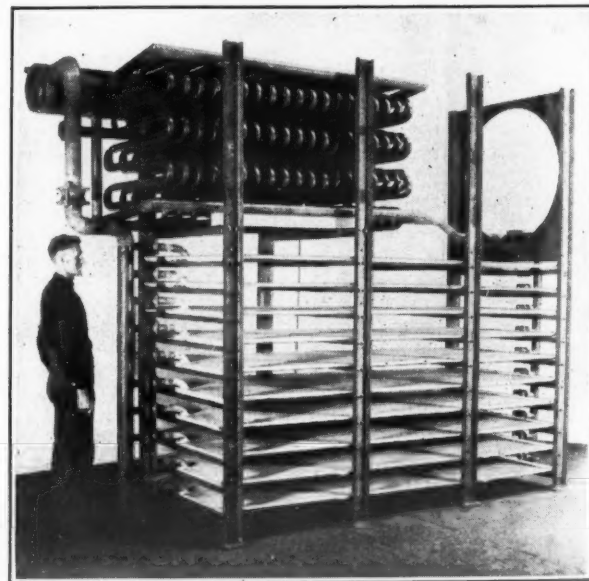


Fig. 13—The unit shown at right falls in the category of "special" freezers. This type is a fixed-plate freezer with coils at the top and a fan which circulates air along the shelves.

Freezing Foods with Very Cold Air

(Concluded from preceding page)

The problem is to select the right size, speed, and arrangement of the conveyors, and the proper velocity and temperature of the air.

An outstanding freezer of the conveyor-tunnel type is that of the Hershey Ice Cream Co. at Harrisburg, Pa. (Fig. 10). This has been in service since 1935, and has twice been enlarged. The freezer is now 120 ft. long; it has double-deck con-

veyors. The temperature ranges between -50 and -55° F.

This tunnel hardens 180 pints of packaged ice cream per minute. A layer of ice cream is frozen on the surface so quickly that the tendency to shrink, or to bulge the package, is avoided; the frozen packages are square, and are well filled. Slow freezing of packaged ice cream generally gives the opposite result.

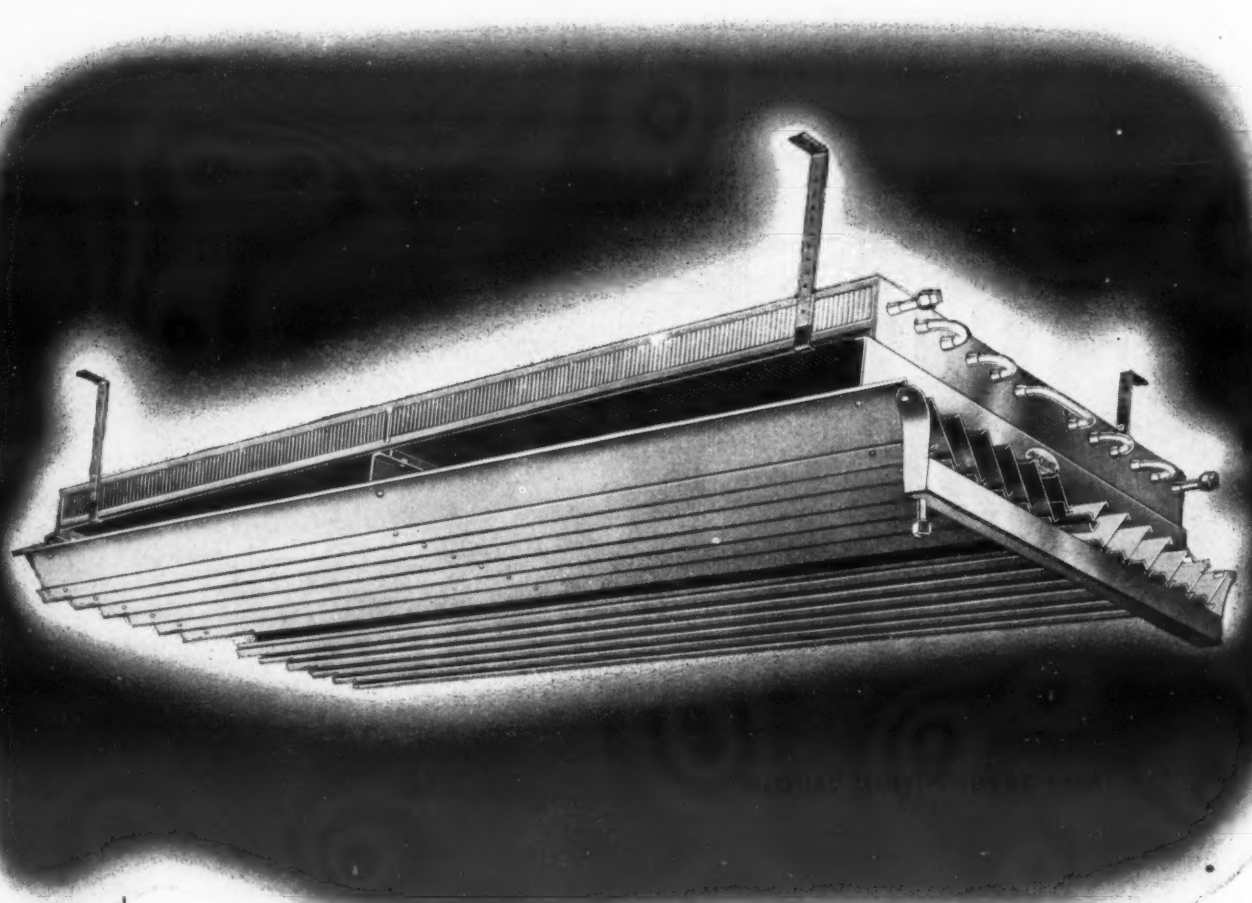
The freezer at the Consumers Ice

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Home Freezer Specifications

Jordan

Jordan Refrigerator Co., 58th & Grays Ave., Philadelphia

Chest or upright type	Chest	Chest
Model No.	TC16	TC24
Separate freezing section?	No	No

DIMENSIONS (In Inches)

Interior: Height	26	26
Width	65	95
Depth	19	19
Exterior: Height	36	36
Width	75	105
Depth	24	24

CAPACITY (In Cu. Ft.)

Storage compartment	16	24
Manufacturer's recommended number of pounds of product freezing load per 24 hours.....approx.	100	100

INTERIOR EQUIPMENT

Partitions (No.)	3	4
Shelves (No.)	1	1

INSULATION

Kind	Fiberglas	Fiberglas
Thickness: (In Inches)		
Sides	5	5
Bottom	5	5

LIDS

Number	2	2
Lid support	Yes	Yes
Type of lid latch or handle	Automatic—self locking	

WEIGHT (Lbs.) Shipping	640	850
PRICE (Suggested list)	\$541.50	\$589.00

REFRIGERATION EQUIPMENT

Cooling medium	Interior liner.....Steel, high-baked white Dulux finish
Compressor:	Materials in evaporator.....Steel, copper tubing

Make	Kelvinator
Sealed or open	Sealed
Location on freezer	Lower left
Refrigerant	"Freon-12"
Make of control	White-Rodgers

CONSTRUCTION & FINISH OF

Cabinet	All welded, vapor proofed, steel, high-baked white Dulux finish
---------	---

PROTECTION PLAN

Warranty.....Std. industry warranty

SPECIAL FEATURES

Exclusive free-air automatic temperature control system. Temperature selector control picks air temperature within cabinet, not plate temperature.

Locker Freeze (Midwest Industries)

Midwest Industries, Inc., 835 Osage, Kansas City, Kan.

Chest or upright type	Chest	Chest
Model No.	20	15
Separate freezing section?	No	No

DIMENSIONS (In Inches)

Interior: Height	28	28
Width	27	27
Depth	20½	20½
Exterior: Height	33	33
Width	29	29
Depth	29	29

CAPACITY (In Cu. Ft.)

Freezer compartment	20	15
Storage compartment	20	15
Manufacturer's recommended number of pounds of freezing load per 24 hours	900	750

INTERIOR EQUIPMENT

Shelves (No.)	Are available
---------------	---------------

LIDS

Number	2	1
Type of lid latch or handle	Strike and lock	

WEIGHT (Lbs.)

Net	600	550
Shipping	625	575
PRICE (retail list)	\$580.00	\$482.00

INSULATION

Kind	Fiberglas	Location on freezer.....Top
Thickness: In Inches)		Refrigerant....."Freon-12"
Top	4½	Make of control.....Ranco
Sides	4½	Nominal motor hp. rating...¼ or ½
Bottom	5	Condenser: Type.....Finned

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around	CONSTRUCTION & FINISH OF
Compressor:		Cabinet.....Steel, baked enamel
Make	Tecumseh or Universal	Interior liner.....Steel
Sealed or open	Open	PROTECTION PLAN
		Warranty.....Workmanship and material for one year

United

United Refrigerator Co.

350 Robert St., St. Paul, Minn.

Chest or upright type.....Upright

Model No.RI-16-FFP

Separate freezing section?.....All freezing

DIMENSIONS (In Inches)

Interior: Height	41
Width	36
Depth	19
Exterior: Height	70
Width	45¼
Depth	28

CAPACITY (In Cu. Ft.)

Freezer compartment	16
Manufacturer's recommended no. of lbs. of product freezing load per 24 hours.....	640

INTERIOR EQUIPMENT

Partitions (No.)	4
------------------	---

INSULATION

Kind.....Approved

Thickness: (In Inches)

Top	5
Sides	5
Bottom	5
Door	4

DOOR Number

1

REFRIGERATION EQUIPMENT

Cooling medium.....Plate

Compressor:

Location on freezer.....Bottom

Refrigerant....."Freon"

Nominal motor hp. rating...¼

Condenser: Type.....Plate

Forced or natural convection.....Natural

WEIGHT (Lbs.)

Shipping.....650

PRICE List.....\$648.00

CONSTRUCTION & FINISH OF

Cabinet.....Aluminum

Interior liner.....Aluminum

PROTECTION PLAN

Warranty.....15 months

Eliminate
Defrosting Nuisance

WITH THE NEW

DE-FROST
Automatic



MODERNIZE YOUR REFRIGERATOR
FOR ONLY A FEW DOLLARS!

• Guaranteed Telechron Movement Lasts a Lifetime •

— Here's What It Does —

- Defrosts refrigerator automatically every night
- Eliminates necessity of hand defrosting and cleaning out excess ice and water
- Steps up the efficiency of refrigerator
- Prevents food from drying out
- Increases life of refrigerator motor and condenser
- Cuts the electric bill—pays for itself

... Retails for \$12.95 ...

Sales potential of over 30 million units. Profitable item in itself, and a good door opener for other merchandise.

An Example: A salesman of the leading appliance store in a small northern Indiana town called on 15 of the store's refrigerator customers in one day ... sold 9 defroster units and secured a "bag of leads" for other things!

AGENTS AND SPECIALTY DISTRIBUTORS WANTED

AUTOMATIC CONTROLS CORPORATION
ANN ARBOR, MICHIGAN

Here is the New MUELLER BRASS CO. REFILLABLE DEHYDRATOR



Readily Removable Inlet For Easy Refilling!

When recharging our new Dehydrator, simply remove the inlet plug—back out the slotted inlet screen tube—shake out the exhausted agent, then replace with new.

In addition to this convenient feature (see illustration above) Mueller Brass Co. Filters and Driers are provided with the CONE SCREEN OUTLET, a specially designed filtering element that adds immeasurably to the life and efficiency of Driers and Filters.

Almost all crystalline dehydrating agents are subject to a certain amount of abrasion while a dehydrator is in service. Small portions of the dehydrating agent break down into very fine powder and crystals. Unless a well-designed filtering element is incorporated in a dehydrator, these fine crystals and powder have a tendency to clog the outlet filter, resulting in restriction to the flow of refrigerant.

With the M.B.C.O. CONE SCREEN OUTLET, such finer crystals and powder are forced to the base of the cone, leaving the center and tip of the screen open to the free flow of refrigerant.

In addition, the cone screen is filled with pure wool which traps such particles that are sufficiently fine to pass through the screen mesh.

Particular attention has been paid to screen areas in Mueller Brass Co. Filters and Dehydrators, so that each size permits efficient passage to the maximum refrigerant volume that is used in a particular size refrigerant line.

MUELLER BRASS CO. PORT HURON, MICH.

REDUCED
-VOLTAGE
STARTERS

for Squirrel-Cage Motors

Reduce starting current on your compressor circuits and prevent lamp flicker with Bulletin 640 or Bulletin 740 compression resistance starters. Ideal for network systems or where the power company imposes current limitations in starting large a-c motors. Write for bulletin, "Automatic Reduced Voltage Starters" containing complete information. Allen-Bradley Co., 1313 S. First Street, Milwaukee 4, Wis.



ALLEN-BRADLEY
QUALITY
MOTOR CONTROL

Freezrite (City Refrigerator)

City Refrigerator Co.
1307 W. Atkinson Ave., Milwaukee
Model No. 16
Chest or upright type.....Chest
Separate freezing section?.....No

DIMENSIONS (In Inches)

Interior: Height 24
Width 60
Depth 20

Exterior: Height 34
Width 68
Depth 28

CAPACITY (In Cu. Ft.)

Freezer and storage compartments 16
Manufacturer's recommended no. of lbs. of product freezing load per 24 hours 200

INTERIOR EQUIPMENT

Partitions (No.) 3
Baskets (No.) 3
Light No

Thermometer No

INSULATION

Kind Fiberglass
Thickness (In Inches)
Top 2
Sides 4
Bottom 8

LIDS

Number 1
Lid support No
Type of lid latch.....Chrome latch type

REFRIGERATION EQUIPMENT

Cooling medium Plate
Compressor:
Make Mills
Sealed or open Open
Location on freezer.....Recessed in cabinet end
Refrigerant "Freon"
Make of control Ranco
Nominal hp. of motor 1/2
Condenser: Type Finned
Forced or natural convection.....Forced
Type of warning device.....None

WEIGHT (Lbs.)

Net 350
Shipping 450

PRICE \$425.00

CONSTRUCTION & FINISH OF

Cabinet Aluminum
Cabinet finish.....Baked white enamel
Interior liner.....Baked white enamel on aluminum
Materials in evaporator...Copper and aluminum

PROTECTION PLAN

Guarantee 1 year

SPECIAL FEATURES

Light weight; compact and non-rusting evaporator plates.

Home Freezer Specifications

Carrier

Carrier Corp., 300 S. Geddes St., Syracuse, N. Y.

Chest or upright type Upright
Model No. 14D5
Separate freezing section? No

DIMENSIONS (In Inches)

Interior: Height 49
Width 29
Depth 18 1/4
Exterior: Height 74
Width 39 1/2
Depth 27 1/2

CAPACITY (In Cu. Ft.)

Freezer and storage compartment..... 15
Manufacturer's recommended number of pounds of product freezing load per 24 hours.....(approx.) 50

INTERIOR EQUIPMENT

Shelves (No.) 4
Light No

INSULATION

Kind Fiberglass
Thickness: (In Inches)
Top 5
Sides 5
Bottom 5
Door 6

DOORS

Number 1
Type of door latch or handle Domestic refrigerator type

WEIGHT (Lbs.)

Net 515
Shipping 610

PRICE* \$475.00

*Prices are f.o.b. Syracuse, N. Y. Warranty, freight, and delivery should be added.

REFRIGERATION EQUIPMENT

Cooling medium Refrigerated shelves
Compressor:
Make Tecumseh
Sealed or open Sealed
14D5, 1/4 hp.; 14D7, 1/2 hp.
Location on freezer.....Beneath the cabinet
Refrigerant "Freon-12"
Make of control.....Ranco thermostat
Condenser: Type Plate-fin type
Forced or natural convection.....Natural
Type of warning device.....Small outside light indicates when "on" that unit is operating properly

CONSTRUCTION & FINISH OF

Cabinet and interior liner.....steel;
Bonderized baked enamel
Materials used in evaporator...Alu-

minum sheets containing flat, copper cooling coils

PROTECTION PLAN

Five-year warranty. Complete unit guaranteed for one year, refrigeration unit guaranteed for next four years. Optional food insurance policy, 14D5 \$15 for five years insures up to \$300; 14D7 \$25 for five years insures up to \$500.

SPECIAL FEATURES

Reach-in convenience—no shelf too high or low. Direct contact plate freezing—assures even temperatures for storage and slow circulation to reduce dehydration of foods. Extra-heavy insulation. Temperature control—a simple touch of a dial provides storage temperature or freezing temperature. Easy defrosting.

Orley

Orley Bros. Co., Inc.

Chest or upright type Chest
Model No. 750
Separate freezing section? No

DIMENSIONS (In Inches)

Interior: Height 20 1/2
Width 28 1/4
Depth 23 1/4
Exterior: Height 36
Width 33
Depth 28

CAPACITY (In Cu. Ft.)

Freezer and storage compartments 7 1/2
Manufacturer's recommended number of pounds of product freezing load 50
in 6 hrs. 4 to 5 hrs.

INTERIOR EQUIPMENT

Shelves (No.) 2
Light No
Thermometer No

INSULATION

Kind ZantoCell
Thickness: (In Inches)
Top 2
Sides 2 1/4
Bottom 2

LIDS

Number 1
Lid support Yes
Type of lid or handle Handle
Butterfly locking device

WEIGHT (Lbs.)

Net 225
Shipping 250

PRICE East of Rockies \$279.00

REFRIGERATION EQUIPMENT

Cooling medium Plates
Compressor:
Make Tecumseh
Sealed or open Sealed
Location on freezer.....Under freezer
Refrigerant "Freon-12"
Make of control Ranco
Condenser: Type Finned
Forced or natural convection.....Fan

CONSTRUCTION & FINISH OF

Cabinet.....20 gauge; Hi-Bake enameled; welded construction

Interior liner Aluminum
Material in evaporator.....Aluminum

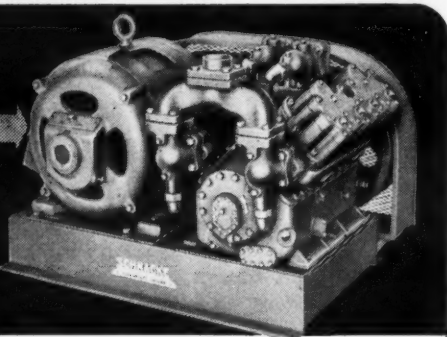
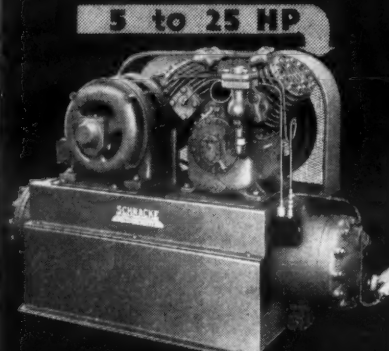
PROTECTION PLAN

Warranty.....One year covering freezer and condensing unit

SPECIAL FEATURES

Cold Captor Panel, supercooler, requires 30% less floor space than any other freezer of similar capacity. Hand-Eez tray attached to lid of Model 750.

SCHNACKE COMPRESSORS 5 to 50 HP CONDENSING UNITS 5 to 25 HP



More Tons of Refrigeration With Less Horsepower!

Cool gas from the evaporator cools the entire outer surface of the cylinder sleeves in all SCHNACKE compressors, producing more tons of refrigeration with less horsepower. Force feed lubrication, and perfect balance, assures higher efficiency and vibrationless operation.

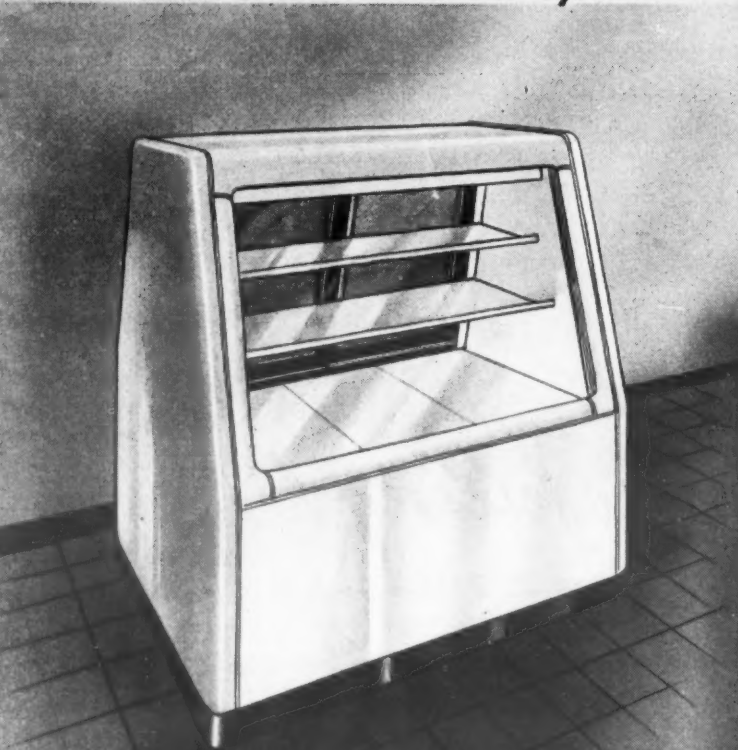
Get all the facts concerning SCHNACKE advance engineered compressors—for replacement as well as new installations. Prompt deliveries are now being made. Write—

SCHNACKE, INC.

1016 E. Columbia St., Evansville, Ind.

NOW the Case that **1 1/2 MILLION MERCHANTS** HAVE BEEN WAITING FOR!!

"COLDISPLAY" the 51 INCH ALL PURPOSE DISPLAY CASE by Bally WITH COMPRESSOR BUILT-IN



Ideal for
DELICATESSENS
BAKERIES
RESTAURANTS
TAPROOMS
FLORISTS
DINERS
CONFECTIONERS

LOOK WHAT THIS CASE HAS!

21 cu. ft. capacity. 15 sq. ft. shelf display. 8 cu. ft. concealed storage area. Entire exterior and interior of display section made of genuine ACID RESISTANT PORCELAIN. Display front glazed with 3 pieces 1/4 inch mirror quality plate glass. Rubber sliding doors—4 inch insulation—with the same specifications and construction that have for years made the name BALLY famous for quality. Case is equipped with a heavy duty 1/4 H.P. compressor with a temperature control having a manual adjustment. Case equipped with an 8 foot cord ready to plug into nearest light receptacle.

DISPLAY FRONT
OF 3 PIECES
1/4" MIRROR QUALITY
PLATE GLASS

FLUORESCENT LIGHTS
AT TOP OF CASE AND
ALSO UNDERNEATH SHELF

ACID-RESISTANT
PORCELAIN
INTERIOR & EXTERIOR

RUBBER
SLIDING DOORS
GLAZED WITH 3 GLASSES

4" ARMSTRONG
INSULATION

8 CUBIC FT.
STORAGE SPACE
WITH AUTOMATIC LIGHT

1/4 H.P. HEAVY DUTY
COMPRESSOR
CONNECTED WITH
FLEXIBLE TUBING

"COLDISPLAY" will be advertised nationally in trade magazines circulated to:

FLORISTS BAKERS
GROCERS BUTCHERS
RESTAURANTS TAPROOMS
DRUG FOUNTAINS

If you are in a territory where the BALLY LINE is not being sold write for

EXCLUSIVE FRANCHISE

BALLY CASE & COOLER CO.

MAIN OFFICE & FACTORY

BALLY, PENNA.

Home Freezer Specifications

Sanitary Quicfrez (Sanitary Refrigerator)

Sanitary Refrigerator Co., Fond du Lac, Wis.

Chest or upright type Chest
Model No. 1248Combination
C-1148Freezer Section
Yes

Normal Section

Separate freezer section? Yes

DIMENSIONS (In Inches)

Interior: Height 26½
Width 51
Depth 17
Exterior: Height 38
Width 81½
Depth 27½

33 21
18½ 19½
17½ 19
40½
48½
28

CAPACITY (In Cu. Ft.)

Freezer compartment 3
Storage compartment 9½
Manufacturer's recommended number of
pounds of product freezing
load per 24 hours 100

1
5¼ 3½
50

INTERIOR EQUIPMENT

Partitions (No.) (freezer plates) 3

1

INSULATION

Kind Glass Wool Styrofoam Glass Wool
Thickness: (In Inches)
Top 3 3 3
Sides 5 4 3
Bottom 5 4 3
Door 4 4

LIDS AND DOORS

Number 2 1 1

WEIGHT (Lbs.)

Shipping 675 515

PRICE \$399.50 \$399.50

REFRIGERATION EQUIPMENT

Cooling medium: Model 1248, plate;
model C-1148, freezer section, plate
and wrap around, normal sec., plate

Compressor:

Make Various
Sealed or open: Model 1248, both;
model C-1148, sealed
Location on freezer: Model 1248,
end; model C-1148, under
normal section
Refrigerant "F-12"

Motor hp. rating: Model 1248, ½;
model C-1148, ¾

Condenser: Type Finned
Forced or natural convection: Forced

CONSTRUCTION & FINISH OF

Cabinet White
Interior liner: Model 1248, galvan-
ized; model C-1148, white
Material in evaporator: Model 1248,
copper & aluminum; model
C-1148, copper & steel

PROTECTION PLAN

Five year plan.

Plan Can Save Freezer Users \$20 Per Month

LOS ANGELES — Customers buying a freezer from American Products & Engineering, Inc. are on the "inside track" to food savings that may make something like \$20 difference in the monthly food bill.

Through a plan instituted by this dealer, freezer users are able to buy meat at a substantial saving and ice cream at wholesale besides netting a steady reward of frozen foods priced at just one cent a package over the wholesale price. American Product's reward, in turn, has been the tripling of home freezer sales.

To be eligible for the plan all the patron need do is purchase a home freezer at the American Products store. This dealer, whose units sell for \$159.50 and up, arranges for his customers to get sides of beef (cut and wrapped) regularly from a meat distributor at about 49 cents a pound. Thereafter, if a shortage develops, the freezer purchaser has first claim on the distributors meat, the company claims.

Cook Manages Brass & Copper Sales Office In Cedar Rapids

CEDAR RAPIDS, Iowa—A new office was recently opened here by Brass & Copper Sales Co. Ray M. Cook will manage the branch which is located at 1407 30th St., N.E. Brass & Copper Sales also maintains offices in Kansas City, and Indianapolis, and a headquarters in St. Louis.

Pak-A-Way (Schaefer, Inc.)

Schaefer, Inc., 801 Washington Ave. North, Minneapolis 1, Minn.

Chest or upright type Chest Chest Chest
Model No. 6 12 18
Separate freezing section? No No No

DIMENSIONS (In Inches)

Interior: Height 20 28½ 16½ 28½ 16½
Width 27½ 29½ 18 47½ 18
Depth 18½ 18½ 18½ 18½ 18½
Exterior: Height 37½ 37½ 37½
Width 37 57 74½
Depth 28 28 28

CAPACITY (In Cu. Ft.)

Storage compartment 6 12 18
Manufacturer's recommended number of
pounds of product freezing
load per 24 hours 210 435 630

INTERIOR EQUIPMENT

Partitions (No.) 2 2 3
Shelves (No.) 0 2 3
Baskets (No.) (extra equipment) 3 4 6

LIDS

Number 1 2 2
Type of lid latch or handle Counterbalanced lid

WEIGHT (Lbs.)

Shipping 270 400 500

PRICE

..... \$249.75 \$479.00 \$576.00

INSULATION

Kind Fiberglass
Thickness: (In Inches)
Top 2
Sides 5
Bottom 5

REFRIGERATION EQUIPMENT

Cooling medium: Wrap around
Compressor:

Make Tecumseh
Sealed or open Sealed
Location on freezer Bottom
Refrigerant "Freon-12"
Make of control: Cutler-Hammer
or Ranco

Condenser: Type Finned
Forced or natural convection: Model
6, natural; models 12 and 18, forced
Type of warning device: Bell

CONSTRUCTION & FINISH OF

Cabinet: Aluminum and steel
Interior liner: Aluminum
Material in evaporator: Copper

PROTECTION PLAN

Warranty One year war-
ranty—5 years optional

SPECIAL FEATURES

Storage temperature zero. Fast
freeze -10° F. Key lock on all models.

This Freezer is an Economy...
a Saving...an Investment...it's a

Steinhorst



Model WM 18½ cu. ft. Also available in 12
cu. ft. and 26 cu. ft.

No other freezer offers you
all these STEINHORST features:

1. You don't gamble with something new and untried—the Steinhorst has been made since the early thirties.
2. Every Steinhorst is a custom-built machine—precision made—tested at least 24 hrs. for perfect operation.
3. When you sell a Steinhorst, it's sold. You don't need to worry about expensive service calls.
4. Steinhorst Freezers cost less to operate because they have 5" of insulation kept dry by our exclusive "breather" wall construction.
5. "Dutch" Freezer plates give faster, more efficient refrigeration, maintaining temperature variation of less than 1° throughout the year.

SEND COUPON TODAY for Complete Dealer Information

Emil ^{ES}
STEINHORST
& SONS, INC.
Utica, N. Y.

Emil Steinhorst & Sons, Inc.
Box 209, Utica, N. Y.

Please send me complete dealer information on
Steinhorst Freezers.

Name

Company

Address

State

low temperature
REFRIGERATOR HARDWARE

➡ WHETHER YOUR
REQUIREMENTS ARE FOR HORIZONTAL
OR VERTICAL TYPE CABINETS, WE HAVE
SUITABLE STANDARD HARDWARE FOR YOU
IN SURFACE, "THRU THE DOOR" OR
EDGE MOUNTED TYPES

➡ write for application drawings proving easy adaptation



NATIONAL LOCK COMPANY

ROCKFORD, ILLINOIS

REFRIGERATOR HARDWARE DIVISION

FREON-12

All you want in
145 LB. KINETIC
CYLINDERS

Call, Wire or Write

PENO ROBISON
Ft. Smith, Ark.

PRODUCTS

... become well known through constant, intelligently planned, advertising—and remain well known only so long as that advertising is continued.

Serving the
Refrigeration
Industry
Exclusively

National Security
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CLARK BRIDGMAN CO.

549 W. WASHINGTON BLVD.
CHICAGO 6, ILL.

Sales and Engineering

Product Coolers, Evap. Condensers
Air Conditioning, Liquid Coolers
Water Chillers, Heat Exchangers
Liquid Receivers

A. A. Reed, 14 Poplar Park, Pleasant Ridge,
Mich.

R. R. Gregory, P. O. Box 164, Easton, Ill.

R. E. Kenney, 4243 Crocker Ave., Minneapolis,
Minn.

Marquette (Marquette Appliances)

Marquette Appliances, Inc., 307 E. Hennepin Ave., Minneapolis 14, Minn.

Chest or upright type	Chest	Chest	Chest
Model No.	16-A	8-A	4-A
Separate freezing section?	No	No	No

DIMENSIONS (In Inches)

Interior: Height	18½	17½	16½
Width	84	42	24½
Depth	18½	18½	17½
Exterior: Height	39½	36	36
Width	93½	51½	32½
Depth	28	28	25½

CAPACITY (In Cu. Ft.)

Storage compartment	16	8	4
Manufacturer's recommended number of lbs. of product freezing load per 24 hours	25% of capacity, all models		

INTERIOR EQUIPMENT

Partitions (No.)	1	0	0
Baskets	Available on request		
Light	2	1	0

INSULATION

Kind	Rock wool		
Thickness: (In Inches)			
Top	2½	2½	...
Sides	4	4	4
Bottom	4	4	4

LIDS

Number	2	1	1
Lid support	Spring loaded hinge counter-balanced		

WEIGHT (Lbs.)

Net	495	321	260
Shipping	799	457	321

REFRIGERATION EQUIPMENT

Forced or natural convection... 16-A, forced; 8-A and 4-A, natural

Compressor:

Make Tecumseh
Sealed or open Sealed
Location on freezer Bottom
Refrigerant "Freon-12"
Make of control Cutler-Hammer

CONSTRUCTION & FINISH OF

Cabinet Enameled steel
Interior liner Galvanized steel with aluminum finish
Material in evaporator Copper

PROTECTION PLAN

Warranty Five-year protection plan

Farm Freeze

Farm Freeze Mfg. Co., 53 Livingston Rd., East Hartford, Conn.

Chest or upright type	Chest	Upright	Upright
Model No.	16-S	16-U	30-U
Separate freezing section?	No	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	23	49	49
Width	57	35	52
Depth	21	16½	20
Exterior: Height	33	63	63
Width	67	45	62
Depth	31	26½	30

CAPACITY (In Cu. Ft.)

Freezer compartment	...	2	2
Storage compartment	2	2	6
Manufacturer's recommended number of lbs. of product freezing load per 24 hours	50	150	200

INTERIOR EQUIPMENT

Partitions (No.)	1	0	3
Shelves (No.)	0	3	3
Thermometer	No	Yes	Yes

INSULATION

Kind	Rigid Fiberglass		
Thickness: (In Inches)			
Top	3	4	4
Sides	5	5	5
Bottom	6	6	6
Door	3	5	5

LIDS OR DOORS

Number	1	2	2
Type of lid or door latch or handle	National	Lock type	

WEIGHT (Lbs.)

Net	400	470	650
Shipping	460	525	725

PRICE

	\$449.50	\$499.00	\$699.50
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REFRIGERATION EQUIPMENT

Cooling medium... 16-S, flooded liner; 16-U and 30-U, plate

Compressor:

Make Jack & Heintz
Sealed or open Open
Location on freezer Top
Refrigerant "F-12"
Make of control Ranco
Motor hp. rating 16-S and 16-U, ¼; 30-U, ½

Condenser: Type Finned
Forced or natural convection... Forced

Type of warning device Buzzer

CONSTRUCTION & FINISH OF

Cabinet Stainless steel
Interior liner 16-S, steel; 16-U and 30-U, aluminum

PROTECTION PLAN

Warranty 15 months

SPECIAL FEATURES

All uprights have stainless steel front, rest of cabinet aluminum. Freezing is done by contact freezing on flooded plate shelves.

Victor (Victor Products Corp.)

Victor Products Corp., Hagerstown, Md.

Chest or upright type	Chest	Chest	Chest
Model No.	Q4510	Q4518	Q4526
Separate freezing section?	Yes	Yes	Yes

DIMENSIONS (In Inches)

Exterior: Height	37	37	37
Width	63	93	110
Depth	29	29	29

CAPACITY (In Cu. Ft.)

Freezer compartment	2.46	2.46	5.6
Storage compartment	7.85	16.16	20.5
Manufacturer's recommended number of lbs. of product freezing load every 6 hours	100	100	100

LIDS

Number	2	3	3
Type of lid latch or handle	Snap latches		

WEIGHT (Lbs.) Shipping	650	900	1,400
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PRICE

	\$390.50	\$516.50	\$633.50
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INSULATION

Kind Fiberglass
Thickness: (In Inches)
Top 2
Sides 5
Bottom 5

REFRIGERATION EQUIPMENT

Cooling medium Wrap around

Compressor:

Make Kelvinator or G-E
Sealed or open Optional
Location on freezer Lower left

Refrigerant "Freon-12"

Make of control Ranco

Motor hp. rating Q4510, ¼; Q4518, ½; Q4526, ¾

Condenser: Type Finned

Warning device Buzzer (accessory)

CONSTRUCTION & FINISH OF

Cabinet Cold rolled steel,

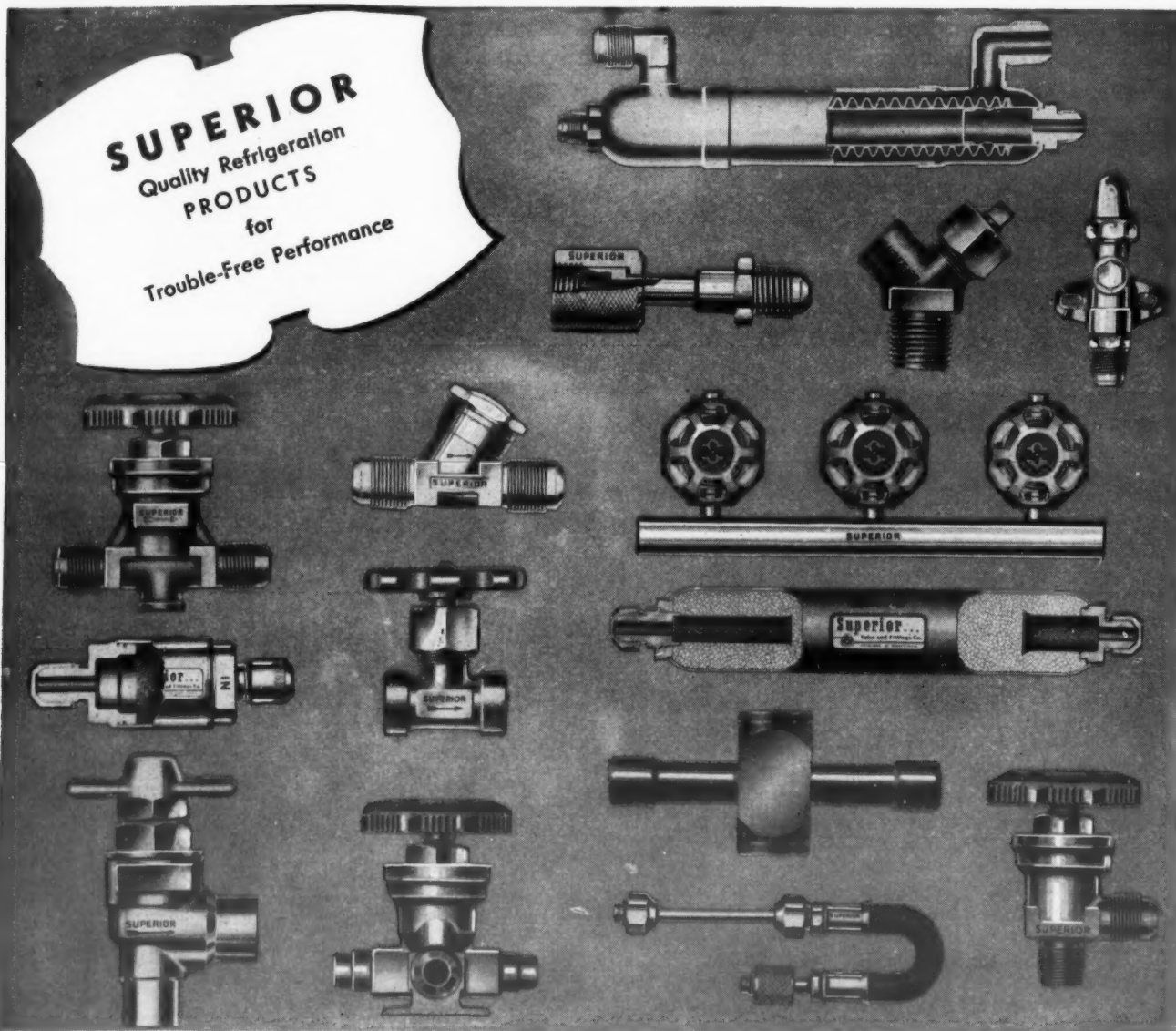
Bonderized, white baked enamel

Interior liner Copper bearing steel,

Bonderized, white baked enamel

Material in evaporator Copper

SUPERIOR
Quality Refrigeration
PRODUCTS
for
Trouble-Free Performance

**Designed and Engineered for Maximum Performance**

In all refrigeration and air-conditioning systems, the SUPERIOR line includes the famous Diaphragm Packless Line valves; globe, charging, purging or drain valves; hand expansion valves; pressure cup (wing cap) globe valves; packed line, angle, compressor and cylinder valves; check valves; liquid indicators and sight glasses; quick couplers; gauge manifolds; economizers (heat-exchangers) and manifolds; dehydrators and filters; rapid-chargers (refrigerant transfer systems); charging hose; and SAE flare fittings.

If you haven't a copy of SUPERIOR Catalog R-2, request one today.

Superior Valve and Fittings Co.



1509 WEST LIBERTY AVE. PITTSBURGH 26, PENNA.
OFFICES IN PRINCIPAL CITIES STOCKS: CHICAGO (6) LOS ANGELES (15) JOBBERS EVERYWHERE

FARM AND HOME FREEZERS

Self-Contained
and Remote



ACE CABINET CORP.
NEW BEDFORD, MASS.

Manufacturers of: Ice Cream Dispensing Cabinets, Upright Ice Cream Storage Cabinets, Home and Farm Freezers, Frozen Food Display Cabinets, Creamer Soda Fountains, Bobtails and Sandwich Units.

Zero-Safe (Wilson Cabinet)

Wilson Refrigeration, Inc., Div. of Wilson Cabinet Co., Inc., Smyrna, Del.

Chest or upright type	Upright	Upright	Upright
Model No.	HF-7	FF-15	FF-25
Separate freezing section?	Yes	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	31 1/4	45	45
Width	21 1/4	26 1/2	44 1/2
Depth	16	21	21
Exterior: Height	58	72	72
Width	30	36	54
Depth	31	30 3/4	30 3/4

CAPACITY (In Cu. Ft.)

Freezer compartment	2.3	3.2	5.5
Storage compartment	4.3	11.3	19.0
Manufacturer's recommended number of lbs. of product freezing load per 24 hours	16	43	97

INTERIOR EQUIPMENT

Shelves (No.)	3	4	4
Baskets (No.)	0	3	3
Light	No	No	No
Thermometer	Yes	No	No

INSULATION

Kind	Fiberglas	Fiberglas	Fiberglas
Thickness: In Inches			
Top	4	4 1/4	4 1/4
Sides	4	4 1/4	4 1/4
	Temlok		
Bottom	4	4 1/4	4 1/4
Door	4	5	5

DOORS

Number	1	1	2
Type of door latch or handle	Equipped with self-closing door latch		

WEIGHT (Lbs.)

Net	400	650	875
Shipping	440	703	965

PRICE	\$298.00	\$510.00	\$695.00
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REFRIGERATION EQUIPMENTCooling mediumPlate
Compressor:Make.....HF-7, Copeland; FF-15,
Tecumseh; FF-25, UniversalSealed or open.....HF-7 and FF-15,
sealed; FF-25, open

Location on freezer.....Bottom

Refrigerant“Freon-12”

Make of control.....Ranco

Motor hp. rating.....FF-25, 1/2

Condenser: TypeFinned

Forced or natural convection.....HF-7,
natural; FF-15 and FF-25, forced**CONSTRUCTION & FINISH OF**Cabinet.....Steel construction, baked
white DuluxInterior liner.....Steel construction,
baked white Dulux**PROTECTION PLAN**One year guarantee on freezer, ad-
ditional four years on motor and
compressor.**SPECIAL FEATURES**Prime surface plates for fast con-
tact freezing; molded rubber throat,
specially designed provides positive
rubber-to-rubber door seal. Models
have exclusive removable front.**DOORS**

Number	1
--------	---

WEIGHT (Lbs.)

Net	670
Shipping	710

PRICE (Jobber)	\$297.50
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REFRIGERATION EQUIPMENTCooling mediumPlate
Compressor:

Make.....Serval, Copeland, Universal

Sealed or open.....Dealer's choice

Location on freezer.....Bottom

Refrigerant“Freon”

Make of control.....Detroit Lubricator

Motor hp. rating.....1/2

Condenser: TypePlate

CONSTRUCTION & FINISH OF

Cabinet.....Steel, white Dulux

Interior liner.....Steel, white Dulux

Material in evaporator.....Aluminum

PROTECTION PLAN

WarrantyOne year

GuaranteeOne year

SPECIAL FEATURES

Vapor sealed insulation and joints.

Polar-Freez (Air-Cooling)

Air-Cooling Engineering Co.

1737 W. Howard St., Chicago 26, Ill.

Chest or upright typeUpright

Model No.W-16

Separate freezing section?.....No

DIMENSIONS (In Inches)

Interior: Height43 1/2

Width32

Depth17

Exterior: Height68

Width40 1/2

Depth25

CAPACITY (In Cu. Ft.)

Storage compartment16

INTERIOR EQUIPMENT

Shelves (No.)3

INSULATION

KindGlass wool

Thickness (In Inches)

Top4 1/2

Sides4 1/2

Bottom5

Door4

MIRACOO**WALK IN COOLERS****STEP RIGHT IN**

Yes, we invite you to step right into a MIRACOO Walk-In-Cooler and see for yourself why it is a cooler in a class by itself. Constructed in sections for quick easy erection, it's made with performance and practicability in mind. Such features as its interior lined with heavy non-rust steel or aluminum; its heavy insulated door, and its clean, efficient appearance will convince you that MIRACOO's years of research and experience have not been wasted.

Exterior finished in lustrous white with black trim on two sides. Standard equipment: quarter rails, meat hooks, one shelf, floor racks, and chrome plated rail and hooks behind glazed service doors.

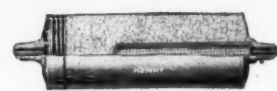
Write now for new illustrated folder and price list of our complete line of MIRACOO Walk-In-coolers.

The CLEVELAND REFRIGERATOR CO.2901 EAST 65TH STREET • CLEVELAND 4 OHIO
Manufacturers of Custom-Built Refrigerators Over A Quarter Century**H**

ave you noticed when refrigeration men get together and discuss among themselves the merits of various refrigeration and air conditioning products that those bearing the Henry name are always held in high regard?

DRIERS

• Patented features available in most Henry Driers include dispersion tube which prevents channelling in the dehydrant; the Abso-Dry Process which permits a drier to prove its dryness with a hiss; the compression spring which minimizes self-abrading of dehydrant; and the distortion proof flange on larger models which absorbs strains caused by excessive or uneven tightening of bolts. It costs no more to take advantage of these Henry features.



Sold by leading wholesalers

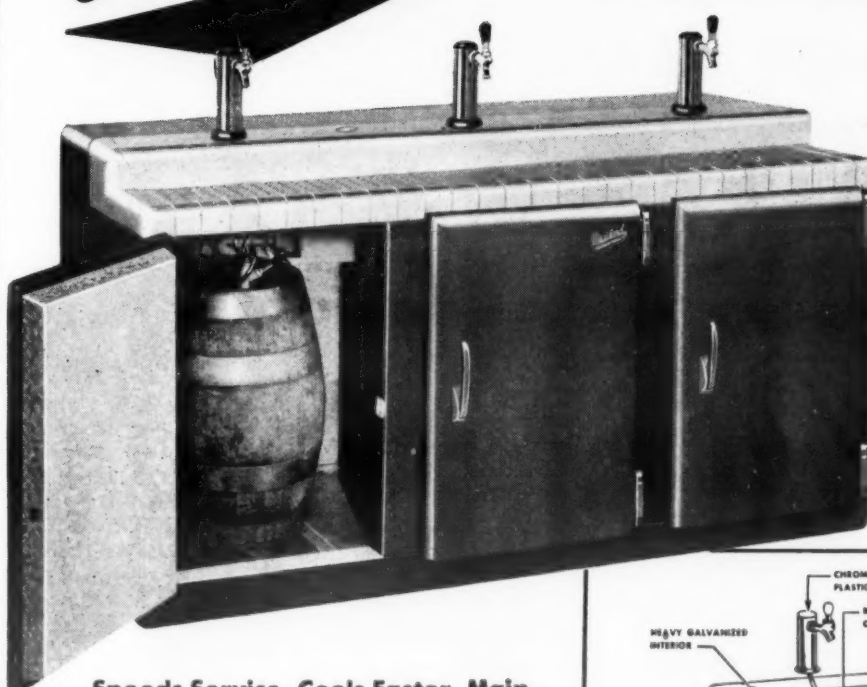
HENRY VALVE COMPANY

Control Devices, Valves, Driers, Strainers and Accessories for Refrigeration and Air Conditioning and Industrial Applications.

3260 W. Grand Ave., Chicago 51, Ill. • Cable: HEVALCO Chicago

**THE MASTER SERVICE MANUALS - - -**

— — — and other books of the Refrigeration Library are depended upon as textbooks in trade schools from coast to coast.

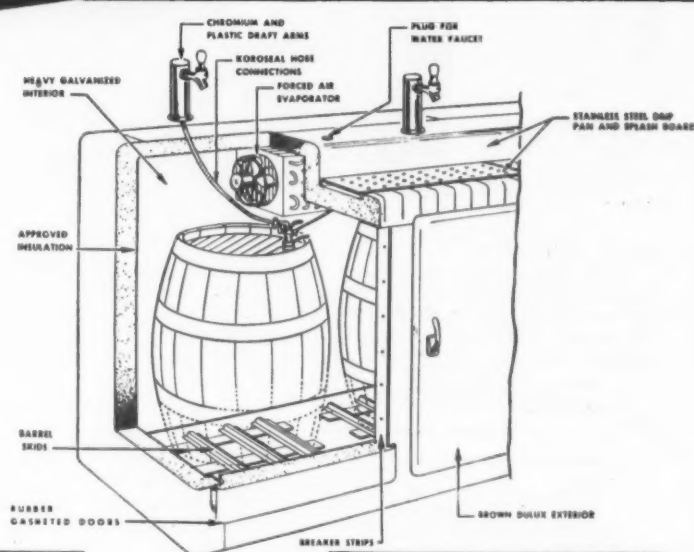
BUSINESS NEWS PUBLISHING CO., DETROIT**United****KOOLMASTER****Direct Draw Beer Dispenser**

- 2 and 3 keg models remote or self-contained
- One piece sink with stainless steel splash board
- Steel construction
- Modern design
- High-baked, rich brown Dulux finish
- Heavy, approved insulation
- Koroseal hose connections
- Built-in barrel skids

Speeds Service, Cools Faster, Maintains Perfect Serving Temperature

Check the United features. See for yourself how United will serve you—greater efficiency; controlled, faster refrigeration; low upkeep; easy maintenance. The cutaway diagram at right shows the simplified, advanced design. Special cooling unit located out of way of kegs.

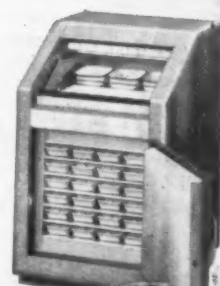
Some territories still open—write or phone

**Dry-Kool BOTTLE COOLER**

Famous stainless steel disappearing doors—dry, cold bottles in easy reach for fast service. Four sizes remote or self-contained.

**Kubemaster ICE-CUBE MAKER**

Make and store your own ice cubes—freeze as much as 2 1/2 bushels a day. Space for cooling wines, trays for garnishes.

**UNITED REFRIGERATOR COMPANY**

350 ROBERT STREET • ST. PAUL 1, MINNESOTA

Freezer Burn on Poultry

Watching Temperature, Packaging, Air Circulation And Humidity Lessen Its Chances

KANSAS CITY, Mo.—Proper packaging is the surest answer to the problem of how to prevent freezer burn on poultry, according to a bulletin issued by the Institute of American Poultry Industries.

Portions of the bulletin were quoted by H. C. Diehl, director of The Refrigeration Research Foundation, in a paper presented at the Institute's Fact Finding Conference held here in February. Diehl called the bulletin "a review of the most important scientific facts about the problem known today."

Most important and encouraging fact of all, the bulletin said, "is that moisture-vapor-proof packaging minimizes freezer burn."

Good packaging materials were listed as including tin cans, moisture-vapor-proof films (moisture-vapor-proof cellophane, Pliofilm, Cyro-Vac,

aluminum foil, etc.), and thermo-plastic wax dips. It noted that the wax dips "present a labeling problem that hasn't been solved yet."

"Good packaging materials (such as those listed above) can be greatly improved if sealed," the bulletin continued. "These sealed packages are very superior to those using overlapped sheets. Examples of such packages are the heated-sealed Cyro-Vac, moisture-proof cellophane, Saran, Tralon, and Pliofilm bags."

"Most of the papers ordinarily used for lining poultry boxes are of very little value in preventing pock-marking and freezer burn. What has been said above with respect to sealing vs. overlapping also holds for these types of papers. However, the difference is not as great as it is in the case of moisture-vapor-proof material."

The bulletin also discussed the cause of freezer burn, finish and dressing factors, and freezing and storage factors. It said the direct cause of pockmarking and freezer burn is loss of moisture.

"In New York dressed poultry this loss of moisture occurs first from the feather follicles (those holes left by the removal of feathers)," the bulletin explained. "This results in typical pockmarking."

"Gradually the pockmarkings overlap one another; this stage marks the beginning of freezer burn. In eviscerated and cut-up poultry the exposed muscles dry out first. In such cases freezer burn makes its appearance before pockmarking. The actual amount of moisture loss at the time of the first appearance of pockmarking or freezer burn is comparatively small (1-3%)."

With regard to finish and dressing factors, the bulletin pointed out that fowl are the least affected, while broilers are the worst offenders.

"In other words," the bulletin said, "the amount of finish is a prime factor. However, poultry fat that shows freezer burn has a tendency toward rancidity."

"Eviscerated and cut-up birds are more susceptible to freezer burn than New York dressed birds, because of the areas where cut muscles (unprotected by the skin) are exposed."

"Hard-scald poultry will show freezer burn much faster than semi-scald birds. Most hard-scald poultry is shipped fresh ice-packed."

Discussing freezing and storage factors, the bulletin declared that storage temperatures that vary or fluctuate up or down more than a few degrees may cause freezer burn.

"It is extremely important to maintain temperatures as constant as possible," it was stressed. "For this reason, it is better to store poultry in a separate room rather than in a room that is used for both freezing and storage."

"The lower the freezing and storing temperatures, the less the occurrence of freezer burn."

"The higher the humidity, the less chance there is of freezer burn. It is possible to inject artificial humidification in freezing and storage rooms, although many warehousemen feel that this is impractical."

"The more air circulation there is in the freezer, the greater the chance of freezer burn."

Home Freezer Specifications

Steinhorst

Emil Steinhorst & Sons, Inc., Utica, N. Y.

Chest or upright type	Chest	Chest	Chest	Chest	Chest	Chest
Model No.	WH 12	WM 12	WH 18½	WM 18½	WH 26	WM 26
Separate freezing section?	No	No	Yes	Yes	Yes	Yes
DIMENSIONS (In Inches)						
Interior: Height	24	24	24	24	24	24
Width	48	48	73	73	100½	100½
Depth	20	20	20	20	20	20
Exterior: Height	32½	32½	32½	32½	32½	32½
Width	78	78	102	102	130	130
Depth ...	30½	30½	30½	30½	30½	30½
CAPACITY (In Cu. Ft.)						
Freezer compartment	4½	4½	4½	4½
Storage compartment 12	12	12	14	14	21½	21½
Mfr's. recommended no. of lbs. of product freezing load per 24 hours	fruit & veg. 70 meat & poultry 100		fruit & veg. 100 meat & poultry 140	

INTERIOR EQUIPMENT

Partitions (No.)	2	2	3	3	4	4
LIDS						
Number	2	2	3	3	4	4
Lid support	Yes	Yes	Yes	Yes	Yes	Yes
Type of lid latch			Snap lock latch on all lids			

WEIGHT (Lbs.)

Net	685	685	845	845	1,070	1,070
Shipping	775	775	965	965	1,220	1,220

PRICE

(F.o.b. factory)	\$393.00	\$402.00	\$469.00	\$491.00	\$612.00	\$625.00
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INSULATION

Kind	Zero-Cel	Make of control	White-Rodgers
Thickness (Inches)	3	motor hp rating	Model WM 12, 1/4; model WM 18 1/2, 1/2; WM 26, 1/2
Top	3	Condenser: Type	Finned
Sides	5	Forced or natural convection	Forced
Bottom	5	Type of warning device	Light

REFRIGERATION EQUIPMENT

Cooling medium	Partition plates in all models	Cabinet	Steel, white Dulux outside, aluminum inside
Compressor:		Interior liner	Steel
Make	Models WH 12, WH 18 1/2, and WH 26, G-E or Servel; models WM 12, WM 18 1/2, and WM 26, Brunner	Material in evaporator	Copper
Sealed or open	Models WH 12, WH 18 1/2, and WH 26, sealed; models WM 12, WM 18 1/2, and WM 26, open	PROTECTION PLAN	
Location on freezer	Left end	Warranty	One year on all equipment, 5 years on sealed unit, product insurance available
Refrigerant	"Freon-12"	SPECIAL FEATURES	
		Air blast freezing method, portable forced-air assembly, exclusive "Dutch" freezer plates.	

Make of control....White-Rodgers motor hp rating...Model WM 12, 1/4; model WM 18 1/2, 1/2; WM 26, 1/2
Condenser: Type.....Finned
Forced or natural convection...Forced
Type of warning device.....Light

Moloney, Charles Get Posts at Frigidaire Sales Branch

DETROIT—Promotion of J. H. Moloney from general sales manager of the Detroit branch of Frigidaire Sales Corp. to assistant branch manager has been announced by R. F. Callaway, branch manager.

At the same time, Callaway announced the appointment of David B. Charles as assistant to the branch manager. The two new appointments are to become effective on May 1.

FULL LINE—LATEST FEATURES

Right, above: New 1948 12 cu. ft. capacity Chest model.

Right, Below: 18 cu. ft. Upright model.



9 cu. ft. Upright

18 cu. ft. Chest



REAL FREEZER PROFIT-MAKERS!



24 cu. ft. Chest



Wall



Middle Aisle



Chest



HARDER-Freez and Tyler are going places in 1948 and in the years ahead. And so are HARDER-Freez dealers!

Tyler has gained leadership in the pioneering years which have seen many manufacturers drop out of the freezer field. Tyler is steadily gaining momentum, because with HARDER-Freez, Tyler offers a COMBINATION of factors which mean continuing growth as public education and promotion develop—

- a freezer built right by a seasoned manufacturer;
- latest, up-to-the-minute features;
- a competitive price and a great value;
- a great name known to millions as a result of consistent national advertising;

- a growing line;
- an effective Dealer Help program;
- the ECONOMICAL Home Freezer, in low upkeep cost as well as in low first cost;
- a relatively new major appliance that meets the growing national demand.

DEALERSHIPS AVAILABLE. If you would qualify as a HARDER-Freez dealer write Tyler today! In many regions dealerships are open to those who meet the necessary sales, display, and service requirements. There is a vast market in the home, on the farm and wherever food is served for this economical home freezer! Tyler Fixture Corporation, Niles, Michigan.

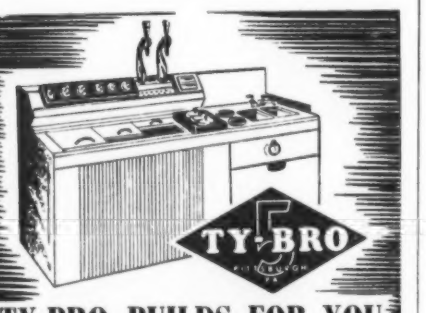
Safeway Promotional Material Helps Dealers Sell Packaging Items

NEW YORK CITY—A number of promotional and explanatory materials on the Zero-o-Line of frozen food packaging materials is being prepared and made available to distributors and dealers, free of charge, by the Safeway Products division of the Yorkville Paper Co., Inc. here.

These materials are designed, according to the company, to help the dealer and distributor do an intelligent job of selling the line and to educate the customer on what type of packaging to use and the proper use.

The line, which is intended to provide the home freezer owner with all the packaging materials he might need, includes the Zer-o-par, specially coated, heat sealable parchment; Zer-o-Rap, freezer cellophane; Zer-o-Net, stockinette tubing; Zer-o-Sealer, a heat sealing device; Zer-o-Paks, Zer-o-Boxes, and Zer-o-Bags for the packaging of wet or dry packs of fruits and vegetables.

There are also two sizes of Zer-o-Kits, assorted packaging materials.

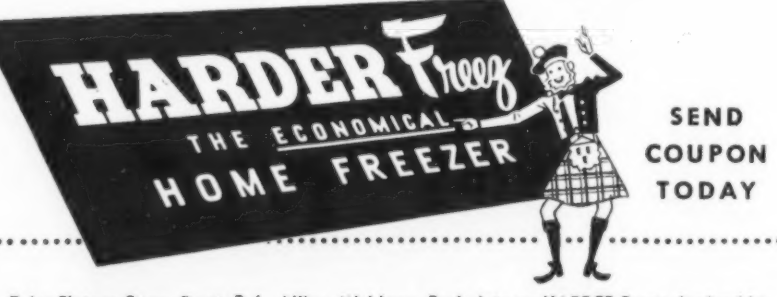


TY-BRO BUILDS FOR YOU

- Designers
- Manufacturers
- RESTAURANT AND BAR EQUIPMENT
- Soda Fountains
- Direct Draw Draft Beer Systems
- Salad Chops
- Duct Controlled Bottle Coolers
- Sinks
- Walk-ins
- Reach-ins
- Urn Stands
- Work Boards
- Coil Boxes
- Canopies
- Wall Siding
- Utility Cabinets

Write today for literature and price list

TYSON METAL PRODUCTS CO. 6815 Hamilton Ave. Pittsburgh 8, Penna.



Tyler Fixture Corp., Dept. R-4, Niles, Michigan. Rush data on HARDER-Freez dealership.

NAME

ADDRESS

SEND COUPON TODAY

1948

1948

Home Freezer Specifications

Harderfreeze (Harder Refrigerator)

Harder Refrigerator Corp., subsidiary of Tyler Fixture Corp., Cobleskill, N. Y.

Chest or upright type.....	Chest	Chest	Chest	Upright	Upright
Model No.	HC12C	HC18C	HC24C	HU9FC	HU18FC
Separate freezing section? ..	No	No	No	No	Yes

DIMENSIONS (In Inches)

Interior: Height	25	25	25	25
Width	41½	62½	41½	41½
Depth	20	20	20	20
Exterior: Height	36	36	36	60	60
Width	63½	84½	121	33½	60
Depth	28	28	28	28	28

CAPACITY (In Cu. Ft.)

Freezer compartment	3
Storage compartment	12	18	24	9	15

INTERIOR EQUIPMENT

Partitions (No.)	1	1	2	3	6
			(Inner doors)		
Shelves (No.)	2	2
Baskets (No.)	1	1	1

INSULATION

Kind	Tyler Certified				
Thickness: (In Inches)					
Top	4	4	4	5	5
Sides	4	4	4	5	5
Bottom	4	4	4	5	5
Door	5	5

LIDS AND DOORS

Number	1	1	2	1	1
Lid support	Yes	Yes	Yes
Type lid or door latch....	Pressure lock				

WEIGHT (Lbs.)

Shipping	500	700	900	575	855
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REFRIGERATION EQUIPMENT

Cooling medium.....	HC12C, HC18C, HC24C, and HU9FC, plate; HU18FC, plate & blower in freezer	HC18C, and HC24C			
Compressor:		CONSTRUCTION & FINISH OF			
Sealed or open.....	HC12C, HC18C, and HC24C, sealed	Cabinet.....Welded steel, white baked enamel			
Location on freezer.....	HC12C and HC18C, one end; HC24C, center; HU9FC and HU18FC, bottom	Interior liner.....Zinc coated steel			
Warning device furnished.....	HC12C,	SPECIAL FEATURES			
		Instrument panel on chest models has thermometer, warning signal, temperature control. Also wire dividers provided in chest models.			

White Horse

White Horse Cabinet Co., Main St., Harleysville, Pa.

Chest or upright type	Chest	Chest	Chest	Chest
Model No.	PSC16	SSC16	PSC10	SSC10
Separate freezing section? ..	No	No	No	No

DIMENSIONS (In Inches)

Exterior: Height	32	32	32	32
Width	92	92	72	72
Depth	30	30	30	30

CAPACITY (In Cu. Ft.)

Freezer compartment	Entire space consists of freezer			
Manufacturer's recommended number of pounds of product freezing load per 24 hours	100	100	100	100

WEIGHT (Lbs.)

Shipping	1,100	900
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PRICE

.....	\$350.00	\$325.00	\$285.00	\$250.00
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INSULATION

Kind.....	Fiberglas and Temlock	Make.....Lehigh Blu-Cold			
Thickness: (In Inches)		Sealed or open.....Open			
Top	4½	Location on freezer.....End			
Sides	5	Refrigerant....."Freon"			
Bottom	6½	Make of control.....Ranco			
		Motor hp. rating.....¼, ½, and ¾			
		Condenser: Type.....Finned			

LIDS

Number	1 and 2	CONSTRUCTION & FINISH OF			
Lid support	Yes	Cabinet.....All porcelain or stainless steel top with aluminum walls			
Type lid latch or handle.....	Stop hinge	Interior liner.....Steel			

REFRIGERATION EQUIPMENT

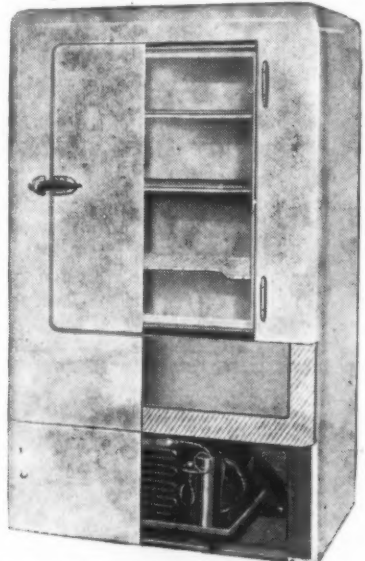
Cooling medium.....	Wrap and suspended evaporator type	Material in evaporator.....Steel			
Compressor:		PROTECTION PLAN			
		Guarantee.....1 year			

NOW VERTICAL
by POLAR-FREEZ



Exclusive Features

All Steel Construction with 3 coats gloss lacquer.
Two models — 16 cu. ft. and 19 cu. ft. Standard make SEALED or OPEN units.
Vapor sealed at all joints.
25 years of manufacturing KNOW HOW.



National JOBBER — DEALER policy

EXCLUSIVE TERRITORIES OPEN

Write

AIR-COOLING ENGINEERING CO.

1737 W. Howard St.,

Chicago 26, Illinois

Monitor

Monitor Equipment Corp., Riverdale-on-Hudson, New York 68, N. Y.

Chest or upright type	Chest	Chest	Chest
Model No.	HF-4	HF-8	HF-16
Separate freezing section? ..	No	No	No

DIMENSIONS (In Inches)

Interior: Height	16½	17½	17½
Width	24½	42	84
Depth	17½	18½	18½
Exterior: Height	36	36	39½
Width	32½	54½	93½
Depth	25½	28	28

CAPACITY (In Cu. Ft.)

Freezer compartment	4	8	16
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WEIGHT (Lbs.)

Net	260	302	495
Shipping	300	457	799

PRICE

.....	\$204.50	\$294.50	\$497.00
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INTERIOR EQUIPMENT

Two baskets and two dividers of heavy steel wire comprise one set of interior components. The quantity of sets selected by the consumer is optional since it depends on what utility the freezer will be used.

INSULATION

Kind	Rock Wool
Thickness: (In Inches)	
Top	4
Sides	4
Bottom	4

LIDS

Number	Models HF-4 and HF-8, one; HF-16, two
Lid support.....	Balanced rear support
Type of lid latch or handle....	Automatic latch. Provisions for padlock

REFRIGERATION EQUIPMENT

Compressor:	
Sealed or open.....	Sealed
Location on freezer.....	Bottom
Refrigerant	"Freon-12"
Condenser: Type	Finned
Forced or natural convection..	Natural

CONSTRUCTION & FINISH OF

Cabinet.....	Hi-baked white enamel over rustproofed steel
Interior liner	Galvanized

PROTECTION PLAN

One year warranty, four-year protection plan on the sealed unit. Total five years.

SPECIAL FEATURES

New, full opening lid exposes complete storage area and permits easy loading and removal.

No Preference Shown In Thawing Frozen Meat

BERKELEY, Calif. — Advice on kitchen handling of frozen meat, based on Minnesota Experiment Station studies by Isabel Nobel, indicates no preference among thawing before cooking, putting on to cook frozen, slow thawing, or fast thawing.

So the Refrigeration Research Foundation here reported in a recent information bulletin.

"It really takes a long time to thaw a roast in a refrigerator—one and one-half to two days for four pounds, whereas at room temperature eight to 10 hours are required," the bulletin said.

"Moderate temperatures are recommended, even for thawed meat. Roasting in an open pan with no water added and without searing is also recommended.

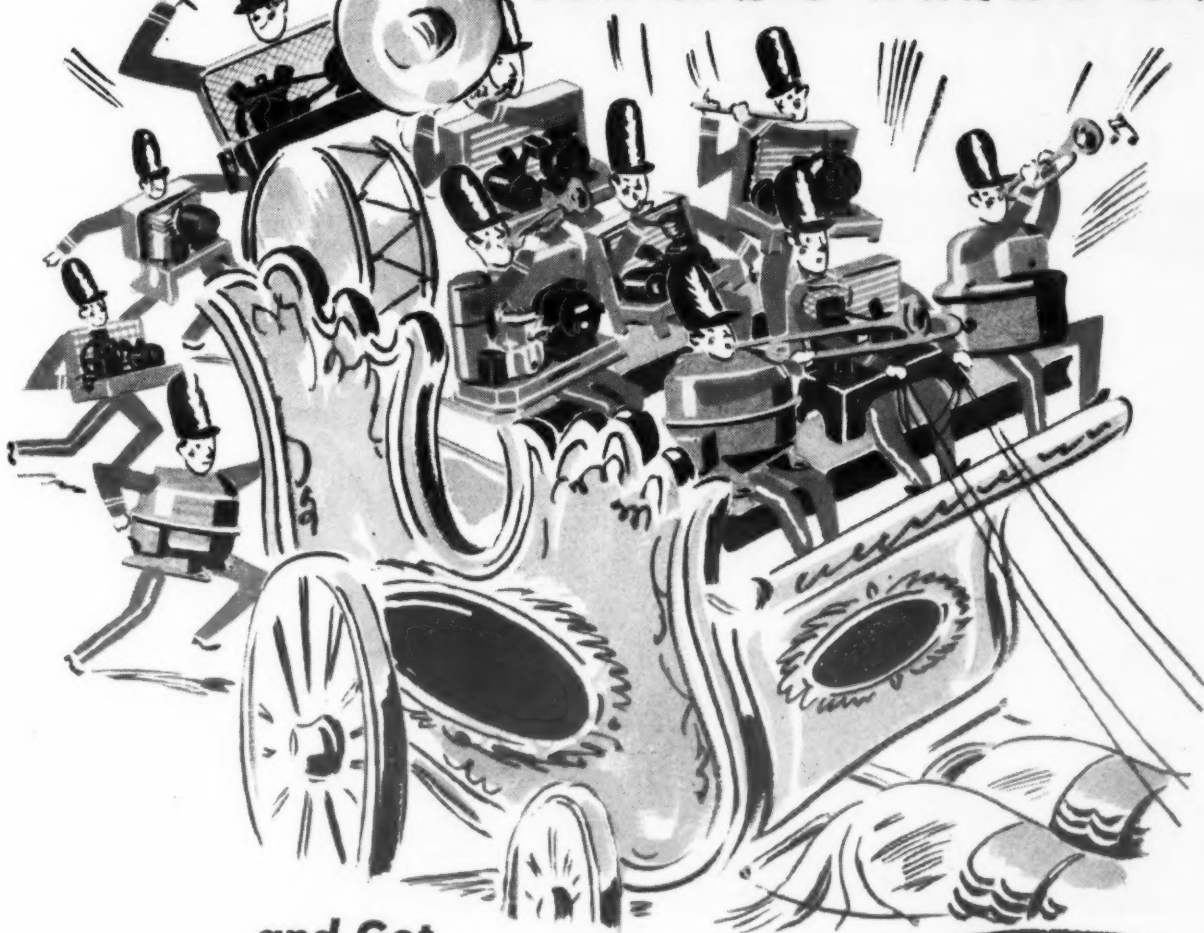
"Meat put in to cook frozen requires several times longer than thawed or fresh meat because the ice must be melted and temperature must be kept moderate."

\$28,000 Building Opened by Appliance, Lumber Firm

BUTTE, Mont. — A new \$28,000 store building for the sale of home appliances and building materials has been opened here by the Monarch Lumber Co. Jack Flanery is manager.

The new local store and lumber yard is part of a string of 36 such stores and lumber yards operated by the company throughout the state. Main offices are in Great Falls.

Climb on the KLIXON BANDWAGON



and Get

Compressor Motor Burnout Protection With KLIXON PROTECTORS

The reason why so many manufacturers of "open-type" and "hermetic-type" compressors specify and use motors with built-in Klixon Protectors is because records prove that these protectors prevent motor burnouts.

You, too, can climb on the Klixon Bandwagon and eliminate your motor burnout problems by using motors protected with Klixon Protectors.

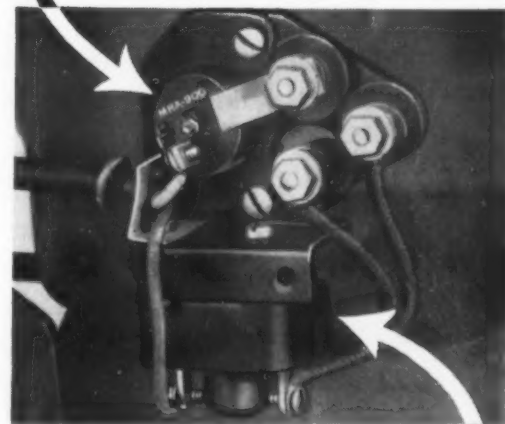
These simple protective devices take into consideration the many factors that cause motors to overheat. Should the motor become overheated, they snap the power "off", automatically preventing a burnout. When it cools sufficiently, they snap the power "on", enabling the unit to maintain refrigeration. The extra cost for a Klixon Protector is low but the savings in repairs, replacements and service calls is high.

Get on the Klixon Bandwagon, today. Use and specify built-in Klixon Protectors.

SPENCER THERMOSTAT COMPANY, 2404 FOREST STREET, ATTLEBORO, MASS.

KLIXON

Klixon Dome-Mounted Protector on a hermetic unit provides sure protection against motor burnouts for life of the unit.



Klixon Motor Starting Relay provides positive starting of the motor. Simple operation principle assures long operating life.

Masterfreeze Cold Vault

Masterfreeze Corp., Sister Bay, Wis.

Chest or upright type	Chest	Chest	Chest
Model No.	14E	14T	19T
Separate freezing section?	No	No	No

DIMENSIONS (In Inches)

Interior: Height	22	22	22
Width	61	61	84
Depth	18	18	18
Exterior: Height	33 1/2	33 1/2	33 1/2
Width	72	72	95
Depth	29	29	29

CAPACITY (In Cu. Ft.)

Freezer compartment	14 cu. ft. and 19 cu. ft.
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WEIGHT (Lbs.)

Shipping	700	700	905
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PRICE (List)

	\$380.00	\$380.00	\$450.00
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INTERIOR EQUIPMENT

Partitions	Movable partitions available
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Refrigerant	"Freon"
Make of control	Ranco
Motor hp. rating	1/2
Condenser: Type	Finned
Forced or natural convection	Forced

INSULATION

Kind	Zerocel
Thickness: (In Inches)	
Top	4
Sides	5
Bottom	6

CONSTRUCTION & FINISH OF

Cabinet	Fir wood frame with 1/4 in. tempered Masonite
Interior liner	Steel

PROTECTION PLAN

	\$300.00 food protection plan for five years.
Warranty	1 year on cabinets and open-type condensing units. Hermetically sealed units \$10 additional with 5-year warranty on compressor assembly

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around
Compressor:	
Make	Universal Cooler
Sealed or open	Available in sealed and open
Location on freezer	Top on T models, on end on E models

SPECIAL FEATURES

	Liquid refrigerant practically surrounding complete wall of liner and 1/4 in. tempered Masonite exterior having insulation value and cannot rust. Entire suction line is a heat exchanger.
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Dealer Offers Prizes To Users for Skill In Freezing Foods

HOT SPRINGS, Ark.—The old-style county fair, during which prizes were awarded to farm wives for the best preserves put up during the preceding season, has given O. W. Morris, head of S. A. Kemp & Son, appliance dealership here, a clever merchandising idea which has created a lot of sales for home freezer units.

Recognizing the fact that a lot of his rural customers, as well as city dwellers, have no real idea of the value of the home freezer in preserving large quantities of foods for out-of-season use, Morris is sponsoring a series of contests in which housewives will be given handsome rewards for "skill in using home freezers for preserving and packaging foods."

Under the plan, contests will be run each season of the year, during which prizes will be awarded for the best preserved blueberries, strawberries, etc., for example, during the off-season.

"In other words, we will encourage the farmwife to put up the best of everything during the season when it is available, and run the contest later, when the real value of the home-freezing program comes around," it was pointed out.

"The idea is if one woman sees that a neighbor has been awarded a handsome prize for sharp freezing tasty strawberries, blueberries, or other fruits, she may suddenly see the application of the home freezer to her own personal situation and thus become interested in owning a home freezer herself."

Morris is using a lot of promotion stunts to keep home freezers moving as fast as he can get them. He keeps every home freezer on display loaded with frozen foods, in large-size quantities which "make sense" to economy-minded farmers. When his allotment is increased, he plans to offer prizes for the best job of freezing meats, fruits, etc., at regular intervals.

Home Freezer Specifications

Norge

Norge Div., Borg-Warner Corp., 670 E. Woodbridge, Detroit

Chest or upright type	Upright	Chest	Chest	Chest
Model No.	HF-6	HF-10	HF-18	HF-26
Separate freezing section?	No	Yes	Yes	Yes

DIMENSIONS (In Inches)

Exterior: Height	59 1/2	37	37	37
Width	29 1/2	62 1/2	93	132 1/2
Depth	24 1/2	29 1/2	29 1/2	29 1/2

CAPACITY (In Cu. Ft.)

Freezer compartment	0	2.46	2.46	5.6
Storage compartment	6.35	8.08	16.16	20.5
Manufacturer's recommended no. of lbs. of product freezing load per 24 hours	25	40	65	95

INTERIOR EQUIPMENT

Partitions (No.)	0	1	3	3
Shelves (No.)	4	0	0	0

INSULATION

Kind	Fiberglas			
Thickness: (In Inches)				
Top	4	2	2	2
Sides	4	5	5	5
Bottom	4	5	5	5

LIDS AND DOORS

Number	1 plus 6 inner	2	3	3
Lid support	Yes	Yes	Yes	Yes
Type lid or door latch or handle	Positive latch	counterbalanced		

WEIGHT (Lbs.)

Shipping	304	600	900	1,150
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PRICE (*F.o.b. factory)

	\$299.95	\$399.00*	\$525.00*	\$640.00*
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REFRIGERATION EQUIPMENT

Cooling medium	HF-6, continuous tube; HF-10, -18, -26, wrap around
Compressor:	
Make	Norge Rollator
Sealed or open	HF-6, HF-10, sealed; HF-18, HF-26, open
Location on freezer	HF-6, bottom; HF-10, HF-18, below freezer; HF-26, left of freezer compartment
Refrigerant	"F-12"
Make of control	Cutler-Hammer
Motor hp. rating	HF-18, 1/2; HF-26, 3/4

Condenser: Type	Finned
Forced or natural convection	Forced
Type of warning device	Buzzer furnished as accessory

CONSTRUCTION & FINISH OF

Cabinet	All welded steel, enameled
Interior liner	HF-6, aluminum; HF-10, HF-18, HF-26, steel
Material in evaporator	Copper

PROTECTION PLAN

Warranty	HF-6, HF-10, 5 years; HF-18, HF-26, 1 year
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Ben-Hur

Ben-Hur Mfg. Co., 634 E. Keefe, Milwaukee

Chest or upright type	Chest	Chest	Chest	Chest
Model No.	167	197	2127	2187
Separate freezing section?	No	Yes	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	14 1/2	27	27	
Width	38	21	30	
Depth	18 1/2	18 1/2	19	
Exterior: Height	36	36	36	36
Width	48	48	63	82
Depth	28 1/2	28 1/2	28 1/2	28 1/2

CAPACITY (In Cu. Ft.)

Freezer compartment		2.8	3.7	3.7
Storage compartment	6	6.2	8.8	14.3
Manufacturer's recommended number of pounds of product freezing load per 24 hours	30	40	50	50

INTERIOR EQUIPMENT

Shelves (No.)	0	0	1	1
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LIDS

Number	1	1	2	2
Lid support	Yes	Yes	Yes	Yes
Type of lid latch	Stainless latch with locking arrangement			

WEIGHT (Lbs.)

Shipping	322	372	472	665
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PRICE (F.o.b. Milwaukee)

	\$280.00	\$350.00	\$440.00	\$560.00
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INSULATION

Kind	Fiberglas & Temlock
Thickness: (In Inches)	
Top	2 1/2
Sides	5
Bottom	5

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around
Compressor:	
Make	Tecumseh and Universal
Sealed or open	Sealed
Location on freezer	Lower right hand side, under freezer
Refrigerant	"F-12" and "F-22"
Make of control	Ranco and Cutler-Hammer
Condenser: Type	Finned

Forced or natural convection	Forced
Type of warning device	Dial indicator on front of cabinet

CONSTRUCTION & FINISH OF

Cabinet	Steel, welded seams, baked two coats of white enamel
Interior liner	Steel, welded seams, baked two coats of white enamel
Material in evaporator	Copper

PROTECTION PLAN

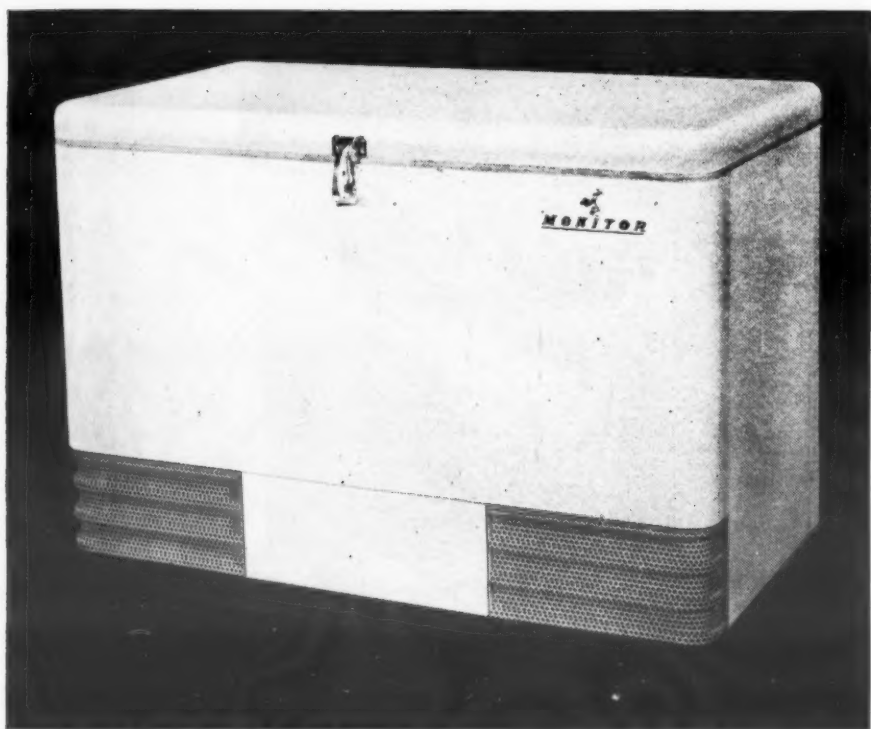
	One year guarantee against any manufacturing defect; \$5 brings an additional 4-year replacement on condensing unit.
--	--

SPECIAL FEATURES

	Double balloon gasket; triple thickness of breaker strip.
--	---

Nationally Advertised MONITOR HOME FREEZER

4-8-16 CUBIC FT. CAPACITY



The Monitor Home Freezer offers these advantages:

- ★ Elevated freezer compartment—no stooping to reach food, everything within easy reach.
- ★ Refrigerating unit underneath, takes less floor space.
- ★ Full 4 inches of insulation.
- ★ Rubber-seal closure—chrome automatic lock.
- ★ Full opening lid—rises automatically to vertical.

MONITOR



The Most Distinguished Family of Home Appliances

Send Coupon Now for Complete Information

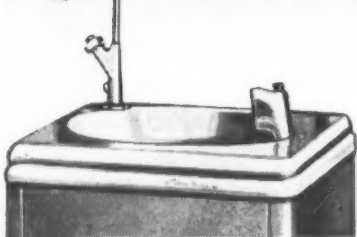
MONITOR EQUIPMENT CORPORATION
Riverdale-On-Hudson, New York 63, New York
Please send information about Monitor Home Freezers to:

NAME	
FIRM	
ADDRESS	
CITY	STATE

Water, water everywhere...

and wonderful to drink when cooled by

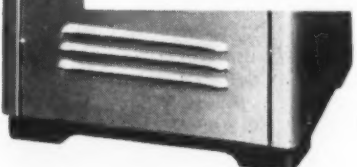
Revelation



Now you can enjoy the healthful luxury of drinking water perfectly cooled the Revelation way. Revelation uses only sanitary stainless steel for cooling tank assemblies; tops are also made from stainless steel.

- ★ Dealer Franchises available
- ★ The last word in...

ELECTRIC WATER COOLERS



Revelation Company
Division of
INTERSTATE ENGINEERING CORPORATION
2250 East Imperial Highway
El Segundo, California

NEW 1/2 H.P. DD50FLI COMPRESSORS

These open type, belt driven, reciprocating UNIVERSAL compressors have never been uncrated. We have discontinued use of open type units, and offer these at this special low manufacturer's price while they last, cash with order or C.O.D.

\$80.00 EA.

F.O.B. MPLS.

While They Last

SCHAEFER, INC., MINNEAPOLIS 1, MINN.

Bishop Silverfreeze (R. H. Bishop Co.)

R. H. Bishop Co., Champaign, Ill.

Chest or upright type	Chest	Chest	Chest	Chest
Model No.	W-14-49	W-18-49	S-14-49	S-18-49
Separate freezing section?	No	No	No	No
DIMENSIONS (In Inches)				
Interior: Height	29	29	29	29
Width	50	61	50	61
Depth	21½	21½	21½	21½
Exterior: Height	35½	35½	35½	35½
Width	58	69	58	69
Depth	29½	29½	29½	29½
CAPACITY (In Cu. Ft.)				
Freezer compartment	13.7	17.5	13.7	17.5
INTERIOR EQUIPMENT				
Partitions (No.)	3	4	3	4
WEIGHT (Lbs.)				
Net	360	420	350	400
Shipping	410	490	400	470
PRICE (List)	\$485.00	\$585.00	\$497.50	\$597.50
INSULATION				
Kind	Flotofoam	Make of control... White-Rodgers		
Thickness: (In Inches)		Condenser: Type Finned		
Top	2½	Forced or natural convection. Forced		
Sides	4	Type of warning device..... None		
Bottom	4	CONSTRUCTION & FINISH OF		
Cabinet..... W models in steel, white				
baked enamel; S models, stain-				
less steel				
Interior liner Aluminum				
Material in evaporator.... Aluminum				
PROTECTION PLAN				
Warranty... 5 years, condensing unit;				
5 year food insurance policy				
Guarantee 1 year				
SPECIAL FEATURES				
Patented solid cushion door seal;				
insulation welded-in, pressure tight.				

General

General Refrigeration Co., 678 Broadway, New York City

Chest or upright type	Chest	Chest	Chest
Model No.	CR12	CR20	CR25
Separate freezing section?	No	No	No
DIMENSIONS (In Inches)			
Exterior: Height	41	41	41
Width	92	109	126
Depth	34	34	34
CAPACITY (In Cu. Ft.)			
Freezer and storage compartments	14	20	25
LIDS			
Number	2	3	4
Type of lid latch or handle	Heavy stainless steel		
WEIGHT (Lbs.)			
Shipping	620	750
PRICE (Distributor's price)	\$265.00	\$335.00	\$435.00
INSULATION			
Kind	Fiberglas	Motor hp. rating.....	CR12 and
Thickness: (In Inches)		CR20, ¼; CR25, ½	
Top	4	Condenser: Type	Finned
Sides	3	CONSTRUCTION & FINISH OF	
Bottom	3	Cabinet.....	Baked enamel with stain- less steel top and sides
REFRIGERATION EQUIPMENT			
Compressor:		Interior liner.....	Galvanized iron
Make	Jack & Heintz	PROTECTION PLAN	
Sealed or open	Open	Warranty	1 year on parts
Location on freezer.....	Left side	Guarantee	1 year
Refrigerant	"Freon"	SPECIAL FEATURES	
Make of control	Ranco	Engineered to freeze fast at 10° F. below zero and store at zero.	

Spillage of Cold from Upright Freezers Is Minimized by Wilson

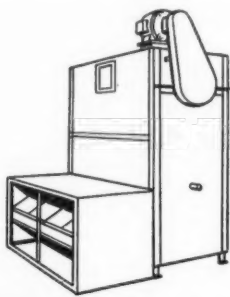
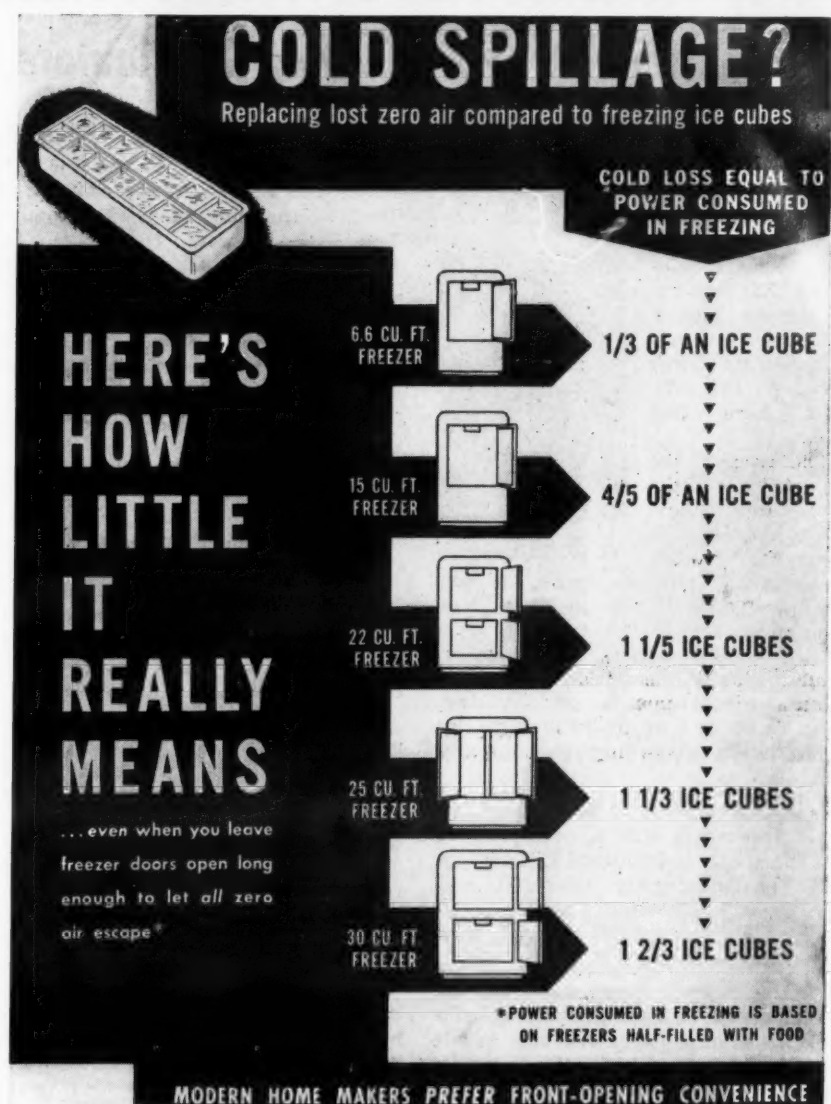
SMYRNA, Del. — How using the freezing of ice cubes as a comparison to prove that cold spillage from a front-opening family freezer is a negligible operating cost factor is shown pictorially in a presentation manual just published by Wilson Refrigeration, Inc., of Smyrna, Del., manufacturer of farm and home freezers.

The manual discloses, for example, that a 6.6 cu. ft. reach-in freezer loses only enough cold air, when the door is open, to equal the amount of power required to freeze one third of an ice cube. This computation has been based on the assumption that the doors where left open long enough to let all zero air escape and the freezer is half filled with food.

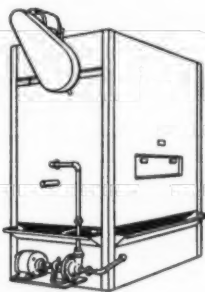
A cold spillage loss amounting to 1/3 of an ice cube is very small, when it is figured that a standard ice cube tray makes 14 cubes of ice weighing 2 lbs., points out Wilson. It takes 230 B.t.u. to freeze 1 lb. of ice, therefore it will only require 32.8 B.t.u. to freeze one ice cube.

The pictorial graph shows that if a 6.6 cu. ft. model freezer is used, the zero air loss is 3.3 cu. ft., and that it takes 11.75 B.t.u. to refrigerate the air temperature lost. This means that .36 ice cubes have to be frozen to equal the temperature loss or .08 lbs. of food to be frozen to equal the temperature loss.

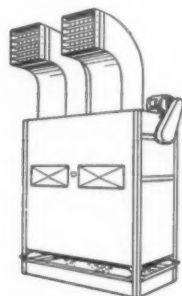
The cold spillage section of "The Modern Family Freezer" covers several sizes of freezers.

Sales Aid Compares Cold Loss with Ice Cube Freezing

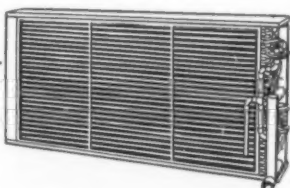
AIR-CONDITIONERS... Governair Air Handling Units are especially designed to meet the requirements for process work or comfort. Compact and quiet, they can be completely equipped for year-round air-conditioning. Wide range of sizes in both horizontal and vertical types.



EVAPORATIVE CONDENSERS... An economical means for the condensing of refrigerant gases, Freon, Methyl-Chloride or ammonia. This one unit replaces remote water wasting cooling towers, excess piping and water lifting pumps. Water consumption is reduced to a fraction of that required by water cooled condensers where water is wasted.



FLOOR TYPE UNIT COOLERS... Designed for use in cold storage rooms to produce any temperature required. Water defrosting apparatus may be furnished for units used in rooms with temperatures below 33 degrees. Air ducts and diffusers shown are furnished on special order.

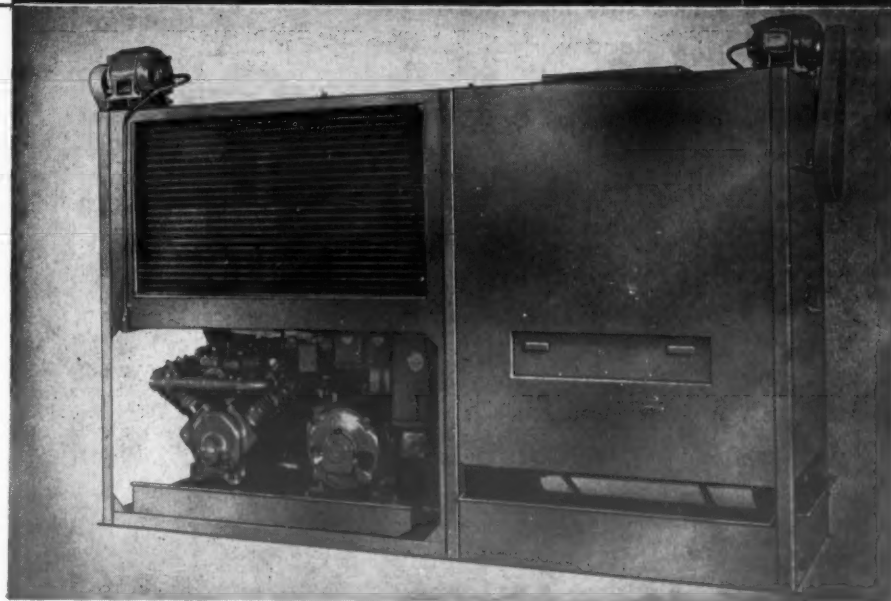


BLAST COILS FOR HEATING AND COOLING... Made of copper tubes and copper fins spaced according to temperatures involved. All joints are securely welded into suction headers on the return side and fed counter-flow from the expansion valves. This assures a tight system with minimum loss of refrigerant. Thorough pressure test made at factory.

Again it's

GOVERNNAIRcompletely packaged air-conditioner
with evaporative condenser

(U. S. Patent No. 2,297,928)



- Ready to operate
- Make only simple electrical, water and duct connections
- Wide range of sizes (3 tons to 50 tons)
- Rapid delivery

Here is the *only* really complete packaged air-conditioner on the market offering compact, efficient operation, easy installation and high quality performance. Its outstanding feature, of course, is the built-in Evaporative Condenser which reduces water consumption and cuts water costs to a fraction. Higher cooling output per horsepower input is obtained by careful balance between the three component parts. Sound engineering, modern assembly and quantity production methods make Governair the greatest value known in modern air-conditioning equipment.

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GOVERNNAIR CORPORATION—513 N. BLACKWELDER—OKLAHOMA CITY, OKLA.

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Ful-Vision DISPLAY CASEAvailable for immediate delivery
both self contained and remote
in 4, 5 and 6 ft. lengths.

GENERAL REFRIGERATORS CORP.
MANUFACTURERS SINCE 1928
NEW YORK 12, N. Y.
678 BROADWAY

3-Way Promotion Plan on Freezers Devised By Manufacturer for Dealers, Distributors

By George M. Hanning

DETROIT—Commencement of production on the new Orley 16-cu. ft. home freezer and details of the distributor and dealer-conscious sales plans that are expected to put it across were announced by Orley Freezers, Inc. officials here last week.

The freezer, designed for the rural and suburban market, is claimed to provide freezing and storage space for 600 lbs. of frozen foods in 30% less floor space than conventional models of the same capacity. Use of a special type of insulation keeps the outside measurements of the unit down to 66 in. long by 36 in. high, by 28 in. wide, according to company officials.

Orley is acutely aware that the home freezer is still a new product and that both distributors and dealers must be thoroughly educated and sales assisted if they are to do a good selling job. Joseph H. Orley, vice president, declared.

So the Orley organization, headed by George Orley, president, and C. W. Stillman, executive vice president, has set up three plans, which

it considers unique in the field, to accomplish this. Already being practiced in the sale of the company's 7-cu. ft. freezer, they are the "Freezer Focus" plan, the "Combined Operations" plan, and the "Master Control" plan.

The "Freezer Focus" plan, Joe Orley explained, directs the attention of major distributors to the sales potential and profit possibilities of the freezer business. It gives him detailed information on how to bring this freezer picture to the attention of the dealer.

The "Combined Operations" plan is directed at the dealer. It consists of a sales kit, which Orley provides for him free of charge, that includes every type of sales promotion device to assure movement of the freezer off the dealer's floor.

"The wealth of material offered and the attention to minute details differentiates the Orley combined operations plan," Joe Orley declared.

Under this plan, he explained, the dealer gets a recorded sales talk that can be played on a conventional phonograph, a list of 77 ways to sell the Orley freezer, sales letters addressed to local contractors, architects, interior decorators, and frozen food dealers, sleeve wrappers that can be given to grocers to wrap around frozen food packages, grocer display signs, and newspaper adver-

tising mats and budget analyzer blanks on which the dealer can show the customer where he can save at least 15% of his food bill by owning a home freezer.

Other promotion materials are being added to this kit as quickly as they are devised by Orley.

The "Master Control" plan is superimposed on the other two. It enables Orley to know exactly where every freezer it manufactures is located from the time it leaves the factory to a year after it has been sold to the consumer.

Through the use of this plan, Orley knows how long each freezer remains in a distributor's warehouse, how long it remains on the dealer's floor, and to whom it is finally sold.

According to Jack Britain, director of dealer relations, Orley knows when one of its freezers is not being moved by a dealer and enables the company to take the initiative in helping the dealer to move it.

If, after five weeks from the time he has received his freezer from the distributor, the dealer has not sold it, Orley sends him a letter, with carbon to the distributor. The letter lets the dealer know that Orley is aware that he hasn't sold the freezer and suggests ways which he might try to sell it.

VISITS TO DEALER

The carbon to the distributor is intended to prompt a visit to the dealer by the distributor's salesman.

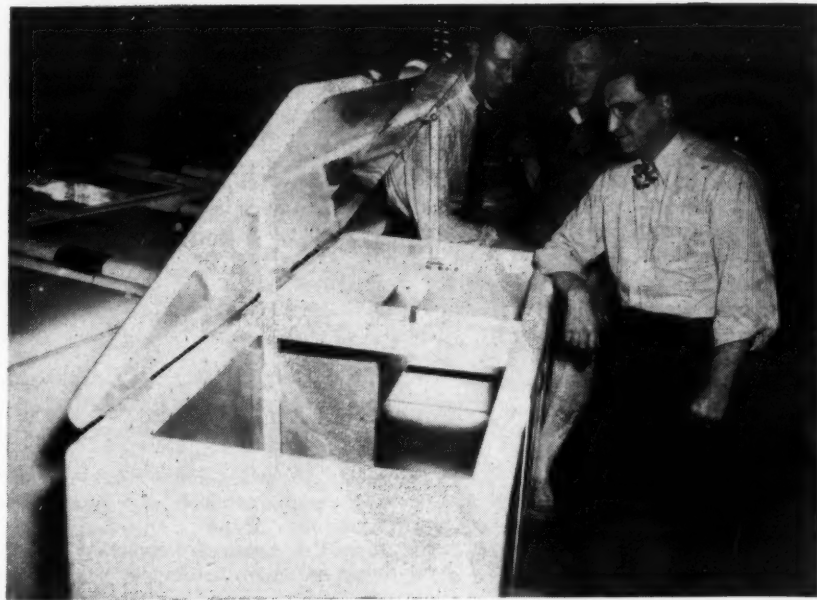
If two more weeks go by and the freezer is still not sold, Orley writes the dealer again, offering more suggestions. If this fails to bring in the warranty card, evidence that the freezer has been sold, then a factory representative (there are four stationed strategically about the United States) calls on the dealer and gives him personal assistance in moving the freezer.

When the freezer is sold, the customer is sent her warranty policy and a pictorial booklet "Freezing Foods at Home the Orley Way." At the same time, the distributor is notified that the freezer has been sold and the dealer is in the market for another one.

Final step in the master control plan is sending the customer a birthday card one year from the day she received her freezer. This, according to Joe Orley, shows that the manufacturer is still interested in her as a customer and is a subtle reminder that her warranty has expired.

Tracing the sales progress of each freezer is the main purpose of the

Close Control Marks Freezer Production



The freezing section of the new Orley 16-cu. ft. home freezer, designed for rural and suburban markets, comes under the close scrutiny of M. J. Solomon, factory manager (right), and two plant superintendents, Fred Martin (left) and James Brown (center). Each unit is given a 8-hour operating test before it leaves the factory.

plan. But there are other useful aspects.

One is that it shows just which dealers are selling freezers and which are not and the help they are getting from the distributor. By a system of tabs on the master control cards filed in Britain's office, Orley can tell if the distributor's salesman has provided the dealer with the sales aids the manufacturer has given him.

Because the promotion material is free, the dealer is encouraged to order whatever he needs direct from the factory. By his orders, Orley knows just what materials he has received and how many. This information helps Britain to determine what methods to suggest in the event the dealer has not sold his freezer.

Another advantage of the plan is that, by showing where each freezer customer is located, it tells Britain whether a dealer or a distributor is selling outside his assigned territory.

In case such a sale does occur, both the distributor whose dealer is at fault and the distributor whose territory has been invaded are immediately notified.

In this way, everyone knows what the score is. The dealer, who very probably made the sale in honest error, is notified as to his exact selling limits and is made aware that both the manufacturer and the distributors know when such sales are made.

Because the Orley franchise limits might not coincide with the territories generally covered by the distributor or dealer, there is always possibilities of one man selling in another's territory. But, Britain believes, Orley's plan is a definite step toward keeping such selling to a minimum.

Orley's factory representatives are not merely in the field to give a helping hand to dealers, Britain noted. Their main task is to contact distributors and bring the freezer story to the distributor's salesman. They go even further along this line and accompany individual salesmen into the field and teach by example how the Orley story can be presented to dealers.

In doing this they are also in a position to give accurate answers to dealer questions that might normally stump the salesman. Such tactics give the salesman information and ideas that he could not get from the literature alone or lectures, Britain believes.

All this specially tailored sales

push will be placed behind the new 16-cu. ft. freezer that is now coming off the production line for shipment to dealers across the country.

The new unit is billed as the freezer that needs no accessories and yet is designed along the simplest patterns. It has two compartments of equal size, each served by a separate lid.

The left hand compartment, intended solely for storage, is completely devoid of interior accessories. The right hand compartment, however, contains two Insto-Freeze shelves measuring 10 by 29 in. and offers 25 sq. ft. of prime freezing surface. These shelves will freeze approximately 50 lbs. of frozen foods in about four hours, Stillman asserted.

Across the top of the freezing shelves extends a "Cold Captor" panel which is intended to keep room heat out of the compartment and prevent inner cold from escaping.

COLD SPILLS OVER

As there is no partition between the two compartments, cold from the freezing compartment, held at about -10° F. spills over into the storage compartment and helps to keep temperatures there below zero, according to M. J. Solomon, factory manager.

In the freezing compartment, the front and rear walls and the freezing shelves are refrigerated. In the storage side, just the front and rear walls carry refrigerant.

The freezer has no dials for the customer to adjust. Once the unit is plugged in, it operates automatically, according to Solomon.

The condensing unit is hermetically sealed and has ¼-hp. capacity. The refrigerant used is "Freon-22." A "Super-Cooler" heat exchanger and a quadruple size "Moisture Miser" dryer are claimed to cut operating costs by 20%.

The cabinet is constructed of 20-gauge steel with spot welded seams. The interior is all-aluminum. Other features are the infra-red baked white enamel finish, chrome trim, 2 in. of insulation, and vinyl-rubber seal.

After leaving the production line, each freezer is given an 8-hour test to check its operation under a variety of conditions and to show up any possible defects, Solomon said.

Domestic packing weight is 450 lbs. Suggested list price east of the Rocky Mountains is \$279.00. West of the mountains it is slightly higher, Joe Orley said.

BENBAR VERTICAL the FOOD FREEZER with shelves

- 1/3 H. P. SEALED UNITS
- BAKED ENAMEL FINISH
- REFRIGERATED SHELF PLATES FOR POSITIVE QUICK FREEZING
- TWO SIZES: 14 CU. FT. AND 17 CU. FT.

Here's a stand-up freezer that really measures up to every housewife's desire! She'll like stowing 600-700 lbs. of food on the large, easy-to-reach, quick-freezing shelves and in the deep-well storage space for bulkier foods. And she'll want the extra quality of BENBAR's 4" fiberglass insulation — the 3 step protective door, and the expert engineering that guarantees fast, efficient freezing! Remember, too — the BENBAR Vertical has 2 section construction to permit easy installation in any room or basement.



IT'S THE PREFERRED TYPE FREEZER!

BENBAR's quick, easy accessibility is a must with most housewives.

NO BENDING
NO DIGGING
NO GROPING

BENBAR's modern design saves time — and energy!



SOME DEALERSHIPS ARE STILL AVAILABLE **AUG. G. BARKOW MFG. CO.** 2723 S. 31st St. Milwaukee 7, Wis.

Triple Protection!

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DEHYDRATORS

Fight Moisture • Sediment • Acid
Protect against Freezeups • clogging • corrosion

See your jobber or write McIntire Connector Co. Newark 5, N. J.

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The Tuller, a modern hotel for those who want the best! Convenient to Offices, Theaters, and Shops. Friendly, courteous service and real Hotel Comfort. The Tuller Coffee Shop or Cafeteria for your Dining Pleasure at modest prices. It pays to stay at Hotel Tuller.

VISIT OUR COCKTAIL LOUNGE ONE OF DETROIT'S FINEST

800 ROOMS \$275 WITH BATH FROM

HOTEL TULLER
RICHARD C. HODGES, Mgr

FREEZ-RITE'S New Baby

DESIGNED & MANUFACTURED FOR THE SMALL MERCHANT

• GUARANTEED TO STAY SUB ZERO

• DISTRIBUTORS & DEALERS INQUIRIES INVITED

Display • Serve • Sell

MODEL FDS

FREEZ-RITE INC. 8040 Second Ave., Detroit 2, Mich., TR 1-0630

NEMA February Sales Total 301,802COMPLETE REFRIGERATORS ONLY
(Lacquer and Porcelain Exterior Cabinets) (Advertised Sizes)

FEBRUARY				
Sizes	Domestic (48 States and D. C.)	Canadian	Other Foreign	Total
1. Less than 4 cu. ft....	290	290
2. 4 cu. ft.	977	116	1,093
3. 5 cu. ft.
4. 6 cu. ft.	29,030	6,178	35,208
5. 7 cu. ft.	92,847	702	6,255	99,804
6. 8 cu. ft.	96,720	4,754	101,474
7. 9 and 10 cu. ft.	51,446	2,105	53,551
8. 11 and 12 cu. ft.	10,270	112	10,382
9. 13 cu. ft. and up....
10. Total	281,580	702	19,520	301,802

FIRST TWO MONTHS				
Sizes	Domestic (48 States and D. C.)	Canadian	Other Foreign	Total
1. Less than 4 cu. ft....	515	515
2. 4 cu. ft.	1,539	116	1,655
3. 5 cu. ft.
4. 6 cu. ft.	51,369	7,883	59,252
5. 7 cu. ft.	230,192	703	15,997	246,892
6. 8 cu. ft.	137,821	66	5,414	143,301
7. 9 and 10 cu. ft.	115,082	1	2,535	117,618
8. 11 and 12 cu. ft.	17,183	112	17,295
9. 13 cu. ft. and up....
10. Total	553,701	770	32,057	586,528

Participating companies: Admiral Corp.; Crosley Div., AVCO Mfg. Corp.; The Coolerator Co.; Hotpoint, Inc.; Frigidaire Div., General Motors Corp.; General Electric Co.; Gibson Refrigerator Co.; Nash-Kelvinator Corp.; Norge Div., Borg-Warner Corp.; Seeger Refrigerator Co.; Westinghouse Electric Corp.

McCord Corp. Chalks Up Gains In Sales, Profits

DETROIT—Substantially increased net sales and higher net profits were chalked up by the McCord Corp. here during the six months ended Feb. 29 than during the corresponding six months in 1947, A. C. McCord, president, has reported.

The increases would have been greater, McCord said, if the company had not been hampered by the gas and material shortages.

The company recorded net sales of \$17,110,988 for the six months ended Feb. 29 as compared to \$13,046,548 last year. Net profits, after preferred dividend requirements, were \$1,328,484 this year and \$1,185,966 last year. Each common share earned \$4.74.

Plastics Suit--

(Concluded from Page 1, Column 5) tor of Byrne Organization, was also named as a defendant.

The defendants were charged with having engaged in a continuing conspiracy to fix the prices, terms, and conditions of sales for laminated plastic materials since 1938. Yearly sales of these products, widely used in the electrical and other industries, amount to about \$60,000,000.

Goldberg Co. Will Move May 1

CHICAGO—Moving of its offices from 20 N. Wacker Drive to 332 S. Hoyne Ave. here on May 1 has been announced by the Herman Goldberg Co., manufacturers' representative for Ansul, Chicago Seal, McIntire, Ranco, and Standard Refrigeration.

Warm Air Heating Group Plans 2-Day Convention At Chicago During June

CHICAGO — The 1948 mid-year convention of the National Warm Air Heating and Air Conditioning Association will be a "One-Two" convention, according to Atlee Wise, president. It is scheduled for June 29 and 30 at the Edgewater Beach hotel here.

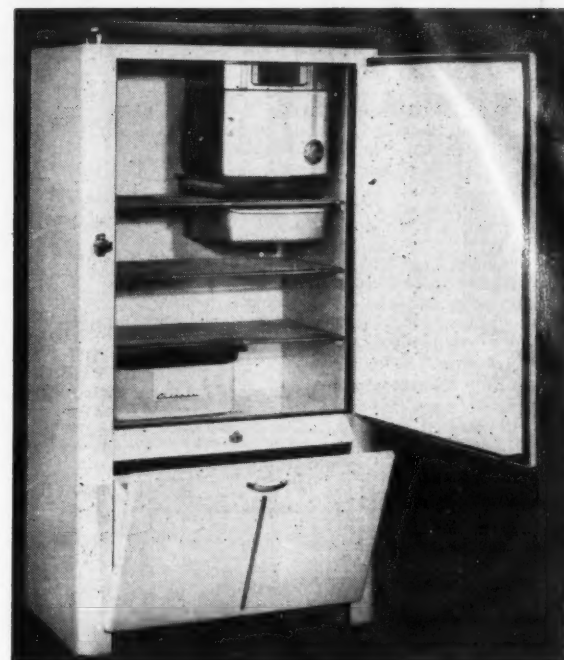
The first day of the two-day meet will be devoted to a concentrated program dealing with subjects of pertinent interest to association members as well as the entire warm air heating industry.

A special effort is being made to have an individual prominent in the current national political picture address the luncheon meeting.

The second day of the convention will be devoted exclusively to fun. Members of the Chicago convention committee are busily arranging a full day of recreational activities, featuring a golf tourney, tennis, swimming, dancing, and the races at Arlington.

The Chicago convention committee is made up of T. Reid Mackin, International Heater Co., chairman; J. Harvey Manny, Robinson Furnace Co., co-chairman; C. E. Price, American Artisan, treasurer; Ralph King, the Armstrong Co., golf chairman; Grant Wilson, chairman of hospitality committee, and E. C. Carter, Snips Magazine, secretary.

Other members of the committee include Hugh Courteol, the Mercoid Corp.; Cliff Anderson, the Armstrong Co.; Edw. J. Nemec, the Northwestern Stove Repair Co.; and Lou Reining, Brundage Co.

Now a Member of Ultra-Cold Line

Model 81-S, Ultra-Cold's latest addition to its household line, has a capacity of over 8 cu. ft. Sub-zero compartment takes care of 1 cu. ft. of frozen foods. Unusual feature of this model is highly-polished stainless steel top.

Mathieson Alkali, Inc. Becomes Mathieson Chemical Corp.

NEW YORK CITY—The name of The Mathieson Alkali Works, Inc. was formally changed to Mathieson Chemical Corp. March 31, reports G. W. Dolan, president of the chemical company.

While this change does not otherwise affect the corporate organization, he pointed out, that the new name more clearly defines the field in which the firm operates.

March Proves To Be Big Month For Factory Sales of Vacuums

CLEVELAND—A 14% jump over the February level of factory sales of standard-size vacuum cleaners was registered during March for the third highest month in the industry's history, announces C. G. Frantz, secretary-treasurer of the Vacuum Cleaner Manufacturers' Association.

The 355,200 units sold in March compare with 314,852 moved in the same month last year. This brings the quarterly volume to 970,815.

These prospects are too hot to miss

You are missing the chance to make money if you aren't trying to sell air conditioning to the readers of LIQUOR STORE AND DISPENSER.

More of the liquor dealers in the retailing and dispensing outlets of the U. S. and Hawaii read LIQUOR STORE AND DISPENSER than any other magazine in the industry.

Our circulation is 52,529 (C.C.A.)

These business men run business places which depend on air-conditioned comfort to bring buyers in, and make patrons stay. More and more modern bars, grills, cocktail lounges, restaurants and liquor stores are using air conditioning as an advertising magnet to get customers.

These liquor outlets need a lot of equipment. They are constantly buying it from manufacturers who advertise in LIQUOR STORE AND DISPENSER. Advertise your equipment there, to reach this big, buying market.

You have what they need now, or need to replace or improve. Tell them. Show them—in LIQUOR STORE AND DISPENSER.

Do a consistent, hard-selling job. Find out how little it costs to use LIQUOR STORE AND DISPENSER. Find out today.

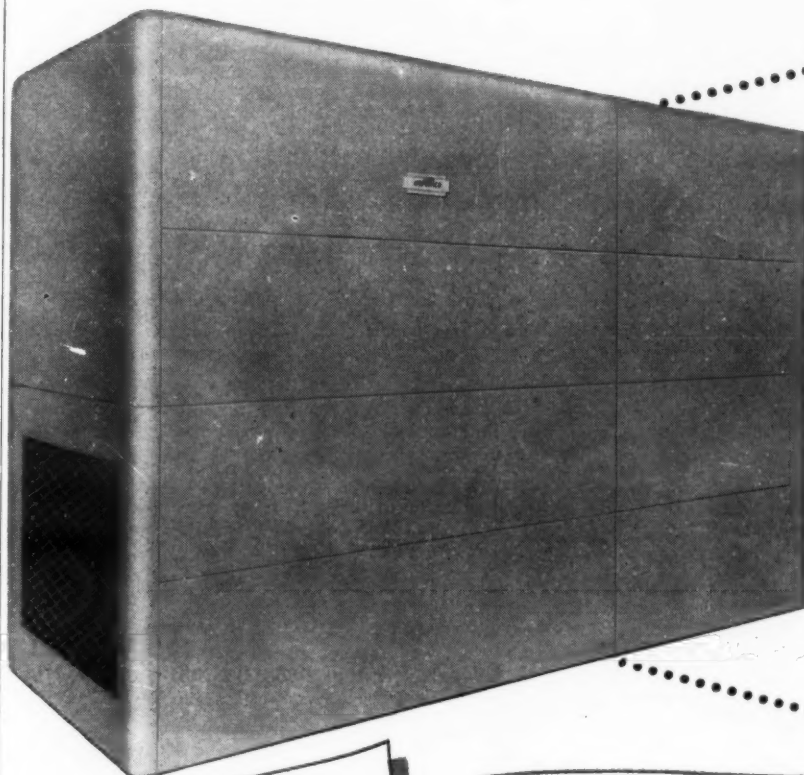
LIQUOR STORE AND DISPENSER

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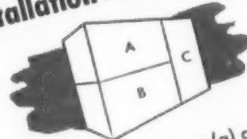
5478 Wilshire Blvd., Los Angeles, California



...for faster installation of central systems

usAIRco**"R-K"****Packaged Air Conditioning**

3-in-1 Design Cuts Installation Time... Costs!



Packaged unit combines (a) conditioner, (b) motor-compressor, and (c) evaporative condenser in single, balanced system. Duct work is quickly connected to the unit, and the air conditioning system is ready to operate!

Make 3 Simple Connections Quickly and Easily!



Unit is completely wired, ready to connect with lead-ins. Water and drain connections are located side by side at the evaporative condenser end of the packaged unit, with all inside piping in place.

Completely Automatic... Provides Finest Air Conditioning!



Anyone can operate it. Temperature and humidity fluctuations are met by positive thermostatic control. Motors are larger with full thermal over-load protection; cooling coils increased for greater capacity!

SAVE TIME...SAVE MONEY WITH Refrigerated Kooler-aire...

In the new usAIRco "packaged" air conditioning system, you get a compact unit that is delivered ready for immediate and low cost installation. Available in sizes from 3 to 40 tons capacity, the REFRIGERATED KOOLER-AIRE does the complete job of air conditioning—cooling, dehumidifying, and circulating the conditioned air.

Air conditioning engineers like the usAIRco REFRIGERATED KOOLER-AIRE because it provides the quickest possible installation of a central system, plus the

many advantages of a factory-assembled, "packaged" unit. Write today for information related to your own specific needs. Address: UNITED STATES AIR CONDITIONING CORPORATION, 3370 Como Avenue S.E., Minneapolis 14, Minnesota.

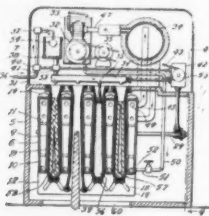
LOOK AHEAD TO BETTER BUSINESS WITH ENGINEERED **usAIRco**

PATENTS

Week of Feb. 3

2,435,285. ICE MACHINE. Louis V. Lucia, West Hartford, Conn. Application March 16, 1944, Serial No. 526,724. 11 Claims. (Cl. 62-106.)

1. In a machine of the character described comprising a freezing compartment for forming a body of ice therein, a member providing a lining for the walls of said compartment, said member including a tubular structure suspended within said compartment and having stretchable walls, parallel separable bottom edge portions on said member projecting below the bottom of said compartment, a thickened portion

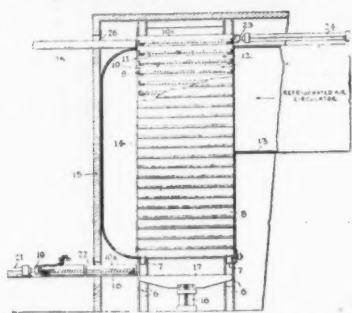


at each of said bottom edges, and a bar extending through each of said portions; the said thickened portions being adapted to be squeezed together, upon the said bars being drawn together, and thereby providing a watertight seal for the bottom of said member.

2,435,462. FOOD FREEZING APPARATUS. Velt C. Patterson, York, Pa., assignor to York Corp., York, Pa., a corporation of Delaware. Application Feb. 27, 1946, Serial No. 650,421. 4 Claims. (Cl. 62-102.)

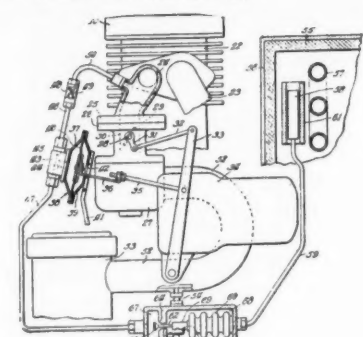
1. The combination of a guiding tower; a plurality of trays adapted to be advanced through said tower in a stack, conveyor means for withdrawing trays successively from the stack at the discharge end thereof; refrigerative means effective in the tower to chill the trays and their contents to sub-freezing temperatures; power means for advancing the stack of trays through the tower; and deflecting means adapted to engage successive trays as they approach the discharge end of the stack, and cause them to move

laterally relatively to the stack as an in-



cident to the feeding motion of the stack.

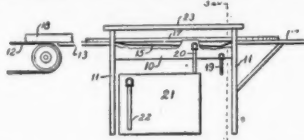
2,435,493. REFRIGERATION SYSTEM INCLUDING AN INTERNAL-COMBUSTION ENGINE AND CONTROL MEANS THEREFOR. Philip E. Cary, Perryville, Md., assignor to International Harvester Co., a corporation of New Jersey. Application Nov. 29, 1943, Serial No. 512,085. 13 Claims. (Cl. 62-4.)



1. Control means for a refrigeration apparatus including a compressor, a cooling chamber, an evaporator in the cooling chamber, an internal combustion engine and drive means for connecting the engine to the compressor including an automatic centrifugal clutch operable to engage the drive mechanism when the engine attains a predetermined speed, said engine having a carburetor and a throttle valve therefor, a mixture intake conduit and a speed controlling governor connected to said throttle valve, comprising: a fluid-pressure-responsive device connected to the governor and communicating with the

intake conduit and operable upon the application of intake conduit pressure thereto to overcome the governor and close the throttle valve, a temperature-responsive device positioned in the cooling chamber, and means operable by said temperature-responsive device to control the application of pressure in the intake conduit to the pressure-responsive device.

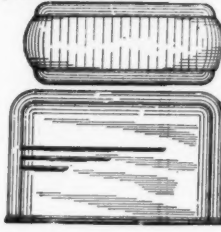
2,435,538. DEFROSTING TUNNEL. Walter L. Gibbons, Denver, Colo. Application Sept. 8, 1944, Serial No. 553,207.



1. Apparatus of the character described comprising, an open-top tank, means for circulating heated water through and at constant level within said tank, shelves extending outwardly from the opposite ends and above the water level of said tank to slidably receive and support charged molds, a slide-track merging at its ends with and oppositely inclined downwardly from said shelves to traverse said tank in submerged relation of its intermediate portion beneath the tank water level, guide bars fixed in diverging relation of their corresponding ends to upper surfaces of said shelves to connect between the latter in bridging relation with said tank and in aligned registration above the slide-track side margins, a cover removably and replaceably supported in suitably-spaced relation above said tank, and a drip baffle carried by said margins with tank areas laterally exterior to the passage defined by said guide bars.

DESIGNS

148,520. DESIGN FOR A HOUSING FOR AIR CONDITIONING APPARATUS OR THE LIKE. George Irving Carter, Longmeadow, Mass., assignor to Harvey-Whipple, Inc., Springfield, Mass., a corporation of Massachusetts. Application July 17, 1946, Serial No. 131,661. Term of patent 14 years. (Cl. D62-4.)



The ornamental design for a housing for air conditioning apparatus or the like.

AVAILABLE FOR LICENSING OR SALE

The following three patents relating to refrigeration and air cooling units are owned by Fred J. Heideman, c/o Aerofo Cooling Systems, 7415 Mack Ave., Detroit 14, Mich. Group 35-84.

Pat. 2,002,575. COMPRESSOR UNIT. Patented May 28, 1935. Reg. No. 9,089.

Compressor unit and motor, mounted to operate with a minimum of friction, are hermetically sealed in a dome surrounded by condenser coils. Gas from the compressor is discharged into the dome and, as pressure is built up, it is discharged into the condenser. The lubricating system performs the added function of reducing the load on the motor when it starts. A sliding piston valve actuated

by oil pressure and a spring functions to open and close a bypass communicating with the interior of the dome and cylinder so that, when the motor starts, gas from the dome will flow into the cylinder and back into the dome. As the motor picks up speed, built up oil pressure actuates the valve to block the bypass and open a lubricating port. The compressor is provided with an oscillatory and reciprocating cylinder in the form of a rectangular block and oscillatory piston. An intake port in the cylinder wall is adapted to register with a kidney-shaped cavity on the cylinder bearing surface of a base plate to admit gas from the evaporator into the cylinder.

Pat. 2,013,848. AIR COOLING AND CONDITIONING UNIT. Patented Sept. 10, 1935. Reg. No. 9,090.

In this unit liquid is frozen during active periods of the compressor to provide refrigeration for conditioning air during prolonged idle periods. The unit has a container formed from a single piece of sheet metal comprising a row of parallel troughs spaced to provide air passages therebetween. A pair of end plates closes the ends of the troughs with the lower ends of the plates slotted to provide openings registering with the passages. The end plates and the outer walls of the outermost troughs extend sufficiently upwardly to form a chamber which communicates with all the troughs.

Pat. 2,188,349. HOLD-OVER REFRIGERATION UNIT. Patented Jan. 30, 1940. Reg. No. 9,091.

This refrigeration unit is of the type involving submergence of an evaporator in liquid in a tank and freezing the liquid during active periods of the compressor to permit prolonged idle periods while maintaining substantially full refrigerant effect.

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$2.50 per insertion 50 words or under. 5¢ ea. additional word.

RATES for all other classifications \$5.00 per insertion 50 words or under. 10¢ ea. additional word.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count.

POSITIONS WANTED

ARE YOU in need of a good serviceman?—We have a number of men available—Willing to work anywhere—Have had 34 weeks intensive shop training on all types of refrigeration. Our men are fully qualified. **UNIVERSAL TRADES SCHOOL**, 4030 So. 13th St., Omaha, Nebraska.

EXPERIENCED SALESMAN with successful background with leading manufacturer desires to represent reputable manufacturer of refrigeration or allied lines in Texas area. Will carefully consider your proposition whether salary or commission, but only interested in high type manufacturer. **ADDRESS**, 8516 SWANANOAH, Dallas, Texas.

CHIEF ENGINEER with twenty years experience in the design, development, servicing and production of domestic and commercial refrigeration equipment including hermetic and open type condensing units, air conditioning, and cabinets is available for a comparable position with some company manufacturing similar or allied products. **BOX 2773**, Air Conditioning & Refrigeration News.

APPLICATION ENGINEER or field manager. Age 39. Twenty years experience in refrigeration industry. Successful record managing jobbing branch and later contacting jobbers and manufacturers. Limited amount of traveling desired. Location—Midwest or Southeast territory. **BOX 2779**, Air Conditioning & Refrigeration News.

SALES ENGINEER, thoroughly experienced in manufacturer representation, interested in representing manufacturer in East Coast or Middle West area. **BOX 2782**, Air Conditioning & Refrigeration News.

EXPERIENCED COMPRESSOR and condensing unit sales engineer with customer following interested in representing hermetic compressor manufacturer on East Coast. **BOX 2783**, Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

COMMERCIAL REFRIGERATION sales managers. Carrier Corporation requires two commercial refrigeration zone managers for positions with a good future. Applicants must have a proven record in the sale of commercial refrigeration to distributors or national users. Location South and Midwest. In reply state age, education, experience, preferred location and salary desired. Address Personnel Division, **CARRIER CORPORATION**, Syracuse 1, New York.

COMMERCIAL REFRIGERATION sales managers. Distributors and major dealers of Carrier Corporation products need five good commercial refrigeration managers for various locations throughout the country. Remuneration on the basis of salary plus a percentage of gross margin. Possible earnings of \$8000 to \$12,000 per year. In reply state age, experience and preferred location. Address Personnel Division, **CARRIER CORPORATION**, Syracuse 1, New York.

COMMERCIAL AND INDUSTRIAL refrigeration and air conditioning installation and servicemen with at least 3 years experience. 40 hour week, company trucks furnished. \$1.80 to \$2.00 scale. **DRESCO REFRIGERATION COMPANY**, 4404 Woodward, Detroit 1, Michigan.

FACTORY SALES ENGINEER, age 28 to 38, with sales experience, plus application experience, in refrigeration and air conditioning with 5 to 50 H.P. Compressors and condensing units. This is an oppo-

tunity to grow with a fast-growing manufacturer. Write fully about experience and salary desired. **SCHNACKE, INC.**, 1016 E. Columbia, Evansville, Indiana.

HUSSMANN DISTRIBUTOR in San Diego and Imperial Counties in Southern California wants experienced food store equipment salesman. We carry the largest stock and have the finest showroom on the West Coast. A good salesman can make real money besides living in the finest climate in the country. **WRIGHT REFRIGERATION, INC.**, 4025 Pacific Highway, San Diego, Calif.

COMMERCIAL REFRIGERATION Serviceman—For aggressive sales and service company located in Northern Ohio. Experience in commercial and air conditioning. Union wages. **BOX 2750**, Air Conditioning & Refrigeration News.

REFRIGERATION ENGINEER: Nationally known refrigeration manufacturer looking for refrigeration, mechanical, or electrical engineer with about five years experience in refrigeration design and development. Will pay salary commensurate with ability. Write full details of qualifications, experience, and salary expected. Enclose photos. Write **BOX 2755**, Air Conditioning & Refrigeration News.

FIRST CLASS: Domestic and commercial installation and service man. Excellent opportunity in small active shop for good man who for family health reasons prefers to live in the warm dry climate of a growing Arizona city. Car essential. State experience earnings etc. in reply. **BOX 2780**, Air Conditioning & Refrigeration News.

MANUFACTURERS REPRESENTATIVES and sales agents. Commercial refrigeration manufacturer changing its sales policy. Several territories open on exclusive basis. Write giving business connections, references, age and experience. **BOX 2781**, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

GEMCO—PACKAGED 5 ton air conditioner—New, complete. Must liquidate stock. \$880.00. **AETNA REFRIGERATION COMPANY**, 4238 Broadway, Oakland 11, California.

VALVE BARGAINS! 2 1/4" Wing cap globe, Kero. 4618—\$19.76. 1 1/2" Packless Globe, Kero. 4558—\$21.60. 1 1/4" Wing Cap Globe, Kero. 5748—\$9.50. 1 1/4" IPS Iron Body W.C. Globe—\$6.00. 3/4" Angle, pkls., Kerotest 69818—\$3.00. 3/4" Receiver valves, Kero. 2355—\$7.75. 3/4" Relief, Kerotest 51-S-300—\$3.45. 3/4" SAE packed globe, with handwhl.—\$.85. Orders over 100# prepaid. **ANCHOR SUPPLY CO.**, 1742 4th Ave. So., Seattle 4, Wash.

SEALED UNITS rebuilt and exchanged. Prompt service on Coldspot (sealed & semi-sealed) Chieftain, Gale, Tecumseh, Norge and many others. One year guarantee. Write for price list and shipping instructions. **BRIGHTON**, 16640 Log Cabin, Detroit 3, Mich.

NEW GENERAL Electric motors, 1 1/2 HP. 1800 R.P.M. 230 volts 1 Ph. 60 cycle. High starting torque. Constant duty sleeve bearing. List \$88 less 20%. Also in stock 1/2 to 1 HP. **EDISON COOLING CORP.**, 310 East 149th St., New York City, N. Y.

RHEEM STANDARD 40 gallon galvanized range boilers, size 14" x 60". Working pressure 85 lbs. They make excellent surge or storage tanks. Closing out at \$7.00 each. First come, first served. Write, wire or phone **EWING BUTANE GAS CO.**, Pacific & Good, Dallas, Texas. U6-1494.

SYRUP PUMPS, highly streamlined. All stainless steel. Can be completely disassembled for cleaning. Passed by the Los Angeles City Board of Health. Available with rectangular or oval lids. Franchises available for fountain manufacturers, parts jobbers and distributors. Your inquiry invited. **KELLER MANUFACTURING CO.**, 2425 Eads Street, Los Angeles 31, California.

FOR SALE: Approximately 1200# coiled aluminum tubing in 40 and 50 foot lengths. .028" by 1/2" O.D. 35-0. Make Offer. **MIDWEST INDUSTRIES, INC.**, 835 Osage, Kansas City, Kansas.

3 HP CARRIERS \$310. 5 HP Mills \$395. 50 HP Schnacke less motor \$1195. 5 HP McQuay & Typhoon Weathermakers \$395. 3/4" & 1 HP Amco Weathermakers \$175 & \$195. 15 HP Larkin Evaporative Condenser \$795. The following less motors: 1/2 HP Crew & 1/4 HP Copeland units \$39 each; 1/2 HP Universals \$49 each. All new crated. **PILGRIM REFRIGERATION CO., 48-20 43rd Ave., L. I. City, N. Y.**

REFRIGERATION EQUIPMENT gov't surplus all new in original cartons. 250—Genuine Frigidaire Thermal expansion Valves for "Freon" and Standard Temp. 1 ton capacity—Mod. MX-12-BC. 250—Superior Silica-Gel Dryers 24 cu in. for 2 HP units type 992-6. 235—Automatic Products Trap-it Strainers for 2 HP units Type C-3. 175—Turner 1 pint alcohol torch with Halide Leak detector. 500—Bonney Ratchets 1/4" Female for service valves type RF-22. Write or wire for our low prices Net FOB New York. **R. & R. EQUIPMENT CO.**, 2724 Third Ave., Bronx 54, N. Y.

SEALED CROSLLEY terminals. Installed from the outside in a few minutes without opening the compressor or removing unit. No special tools needed. Stops leaky terminals on "F-12" units. Part # 1020 short model—for short Crosley terminals ("F-12" compressors with 4 mounting legs). Part #1020 long model—for long Crosley terminals ("F-12" compressors with 3 mounting legs). \$5.25 set of three. Immediate delivery. Money-back guarantee. **SEALED UNIT PARTS CO.**, 3097 Third Ave., New York 56, N. Y.

SERVICE MEN—"FREON-12" at reduced rate, 25-lb. cylinders. Kinetic tagged, original, cylinder and 25 lbs. of "Freon-12" at \$21.00, FOB Lima, Ohio. Please send deposit with order and will ship COD. 22 cylinders available. **SPECIALTIES MFG. & SALES, P. O. Box 1034**, Lima, Ohio.

SACRIFICE AIR conditioning units self-contained, manufactured by American Thermal Co., new in original crates, complete. Four AC300, 3 ton, \$750. Three AC500, 5 ton, \$895. All 220/440/60/AC/3. Wire, write or phone **WANDS, INC.**, 1070 St. Charles Avenue, New Orleans, La.

SACRIFICE CONDENSING units new in original crates, water cooled, complete with motors, water valves, controls and magnetic starters. Hussmann W300 "Freon", 3 H.P. and Copeland 304W "Freon", 3 H.P., three phase \$349; Single phase \$370. Wire, write or phone **WANDS, INC.**, 1070 St. Charles Avenue, New Orleans, La.

CLOSING OUT new Mills freezers! Brand new Mills Super Ice Cream Freezers fully automatic. These new, super, latest type Mills freezers will be sold at 1/2 price. You run no risk. I will guarantee that these freezers have never been run. **YARBROUGH REFRIGERATION CO.**, Gadsden, Alabama, Phone 1637.

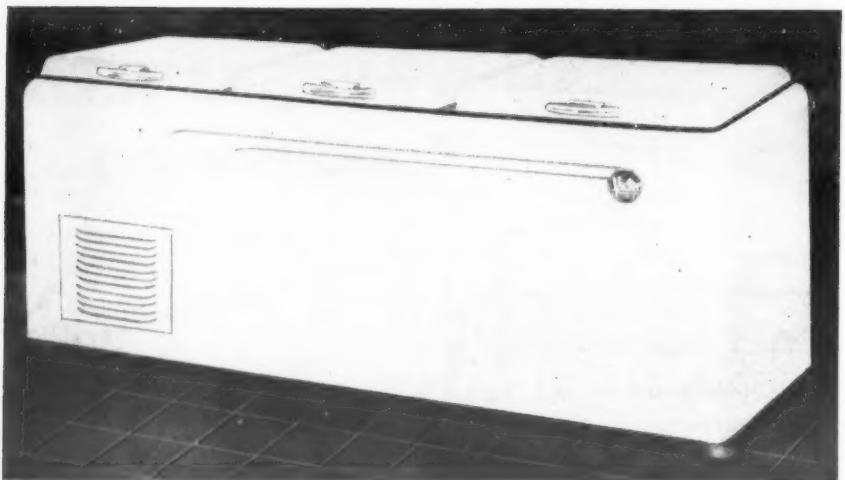
NATIONALLY KNOWN manufacturer is overstocked on refrigeration items listed below and is offering them for sale at substantial discounts: 3000 Bush condensers #10-2-6-13. 2500 Bush condensers #14-1-6-8. 60 Tecumseh condensing units F12-41B. Write for details. **BOX 2784**, Air Conditioning & Refrigeration News.

BUSINESS OPPORTUNITIES

FOR SALE: commercial refrigeration display room, warehouse, home. Well rated in Miami, Florida. Life time opportunity. **BOX 2765**, Air Conditioning & Refrigeration News.

COMMERCIAL REFRIGERATION business, established for the last ten years at present location, handling nationally known refrigeration equipment—three trucks on the road, and doing approximately \$40,000 a year business. Complete present inventory approximately \$17,000. Present building valued at \$10,000. No mortgages or debts against building or business. Reason for selling—retiring from business. For further information write P. O. BOX 382, Easton, Pa.

"LET'S TAKE
A LOOK
at the
RECORD"



ELECT QUICKFREEZE
THE VICTOR FOR YOU IN '48

"and here's the record"

For more than 30 years Victor Products Corp. has been building quality and rugged usefulness into home, farm and commercial refrigeration. Today, Victor is the largest and oldest manufacturer in the field. This is leadership.

The new Victor Quickfreeze is the finest and sturdiest, as well as the most economically operated Quickfreezer ever built. It is designed for the most exacting home and farm... and in a size to fit every need.

engineered refrigeration



'Miss Quick Freeze' Decorates Philco's Freezer



W. Paul Jones, vice president in charge of Philco's refrigeration division, poses with a Philco AH-51 freezer adorned by Donna Atwood, star of Ice Capades and crowned "Miss Quick Freeze of 1948" by the National Association of Frozen Food Packers.

Planting Time At Hand, REMA Advises Gardeners On What Vegetables Are Best for Freezing

CLEVELAND—In a release aimed directly at the consumer, the Refrigeration Equipment Manufacturers Association warns that "spring is just around the corner and we know you are thinking about what to plant in your vegetable garden."

"If you are lucky enough to have a home or farm freezer, or expect to purchase one soon, REMA reminds us that you should do these three things now:

"1. Plan to plant enough to take care of your immediate needs for the summer months.

"2. Plan to plant enough additional to take care of what you will freeze and store for your needs until the next crop matures.

"3. Select the plant the varieties of vegetables which have been found the best for frozen food purposes."

REMA lists also these recommended varieties of vegetables most suitable for quick freezing:

Asparagus: Martha Washington; Mary Washington; Palmetto.

Beans, Green Shell: French Horticultural; Lowe's Champion.

Beans, Lima: Burpee's Bush; Henderson's Bush; Fordhook; King of the Garden; Baby Fordhook; Baby Potato; Challenger; Bountiful.

Beans, Snap: Kentucky Wonder; tendergreen; Blue Lake; Round Pod Kidney Wax; Giant Stringless; Stringless Green Pod; Brittle Wax; Bountiful.

Beans, Soy: Bansei; Giant Green.

Beets: Crosby Egyptian; Detroit Dark Red.

Broccoli: Green Sprouting; Italian Ey Calabrese.

Brussels Sprouts: Half Dwarf Improved; Long Island Improved.

Cabbage: Copenhagen Market; Danish Ballhead; Savoy.

Carrots: Nantes Coreless; Red Cored Chantenay; Danvers Half Long; Imperator.

Cauliflower: Snowball; White Mountain; Forbes; Snowdrift; Perfection; Sunrise.

Corn, Sweet: Golden Cross Bantam; Golden Bantam; Seneca Golden; Tendergold; Top Cross Bantam; Stowell's Evergreen.

Eggplant: Black Beauty; New Hampshire Hybrid.

Kale: Dwarf Curled Scotch.

Kohlrabi: Early White Vienna.

Mushrooms: Cultivated Agaricus campestris.

Mustard Greens: Florida Broadleaf; Southern Giant; Curled.

Okra: Green Velvet; Perkins; Long Pod.

Parsnips: Smooth-White; Hollow Crown; Marrowfat.

Peas: Thomas Laxton; Laxton's Progress; Little Marvel; Asgrow 40; World's Record; Laxtonian; Glacier; Alderman; Improved Gradus; Teton; Stratagem.

Peas, Blackeyed: Grand Ramshorn; Bluegoose.

Peppers: California Wonder; Windsor.

Potatoes, Irish: Chippewa; Katahdin; Hoama.

Potatoes, Sweet: Puerto Rico; Nancy Hall.

Pumpkin: All Pie Varieties.

Rhubarb: Ruby; McDonald; Victoria; Linnacus.

Rutabagas: Long Island Improved; American Purple Top.

Spinach: Long Standing Bloomsdale; Giant Nobel; Savoy; King of Denmark; Viking.

Squash, Summer: Golden Summer, Straightneck; Yellow Crookneck; Zucchini.

Squash, Winter: Golden Delicious; Golden Hubbard; Green Hubbard; Blue Hubbard; Boston Marrow.

Swiss Chard: Lucullus; Large White Ribbed Fordhook.

Turnips: Purple Top Strapleaf; White Globe.

"While the above varieties represent those recommended by most authorities, readers are advised to write their State Agriculture Bureau, when in doubt, for varieties best suited to their location," REMA says.

Deepfreeze Launches Direct Mail Campaign To Give Prospects Reasons for Buying

NORTH CHICAGO — Deepfreeze Division of Motor Products Corp. and thousands of its dealers last week launched a different type of sales attack on home freezer prospects throughout the country.

The attack is in the form of a "continuous" consumer education campaign involving the use of direct mail and canvassing. The campaign is based on the conviction that general interest in home freezing can be transformed into volume sales only by giving each prospect the one specific reason that will make her want to buy a freezer.

Here is how the Division expects the campaign, called "The Deepfreeze Selective Selling Plan," to accomplish this objective:

One of nine promotional folders will be mailed each month for nine consecutive months to a selected list of consumers. The first mailing started April 22.

Each message, according to a sales promotion portfolio explaining the plan, will be devoted to "a different, informative, and exhaustive study of one particular benefit which the reader may have through home freezing and ownership of a Deepfreeze home freezer."

"One of these is going to give the homemaker a definite reason why she wants to buy right now," the portfolio says. "On the inside spread of each folder, other benefits are developed briefly, and the six Deepfreeze models are shown."

Title of each folder and date of mailing are as follows:

April—"To the woman who bakes at home and to those who don't"; May—"To the woman who shops every day"; June—"To the woman who lives on a budget—and who doesn't"; July—"To the woman whose work is never done"; August—

"To the woman who preserves food at home—and to those who don't."

September—"To the woman who puts up lunches"; October—"To the woman whose husband hunts or fishes"; November—"To the woman who loves to entertain—and to those who don't"; December—"To the husband who doesn't know what to give his wife for Christmas."

Each folder will bear the dealer's name, address, and telephone number. All mailing for all dealers will be made simultaneously from a central source.

Thousands of Deepfreeze dealers have signed up to participate in the plan, according to R. V. Newbell, advertising manager. He said "hundreds of thousands" of prospects will receive each mailing.

Newbell explained the thinking behind the plan:

"For some time it has been apparent that many people have a lot of general interest in home freezing, but, because they have not had one specific reason that has made them want a home freezer, they have not bought. . . Obviously our job is one of consumer education. . .

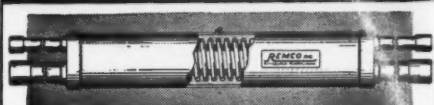
"It would be impossible for us to know which individual convenience would appeal to each individual prospect. It would also be impossible to expect each prospect to read a book on these conveniences. The solution was to give them these convenience stories in small, easily readable doses over a period of time."

Deepfreeze said the plan is designed to educate consumers continuously, shorten the time lapse between "idea" and "sale," prepare the way for intelligent selling effort, furnish dealers with a list of good prospects, and turn consumer interest in home freezing into buying action.

The portfolio describing the plan

tells dealers that continuous consumer education through the nine monthly mailings plus intelligent selling based on "The Deepfreeze Digest" will result in increased sales.

REMCO "Liquid-Fin" HEAT EXCHANGERS

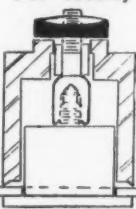


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President, Servel.

Frank Pierce,
President, Dearborn Motors;
former Vice President,
General Motors.

Lee A. Clark,
Assistant General Sales
Manager, Frigidaire.

Henry Burritt,
President, Eureka Williams.

T. K. Quinn,
President, Monitor.

W. Paul Jones,
Vice President, Philco.

C. J. Lawson,
Vice President in Charge of
Sales, Kelvinator.

Dan A. Packard,
Sales Manager, Kelvinator.

A. M. "Mike" Sweeney,
Manager of Sales, General
Electric (Appliance &
Merchandise Dept.)

George S. Jones, Jr.,
Vice President and General
Sales Manager, Servel.

Phil Bratten,
General Sales Manager,
Frigidaire.

M. G. O'Harra,
Vice President and General
Sales Manager, Norge.

G. H. "Rock" Smith,
Vice President and General
Manager, Deepfreeze.

Jerry Tyler,
late President, Tyler Fixture.

Ray W. Turnbull,
Vice President, General
Electric.

Lee H. D. Baker,
Sales Manager, Admiral.

T. J. Newcomb,
Sales Manager, Westinghouse
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